



Higher Education on No Frills: Strategies for Change

**The 62nd Annual NASPA Conference
April 13-16, 1980**

Bonaventure Hotel, Los Angeles, California

Bienvenidos!

"Bienvenidos" means "welcome" in Spanish. It is a word you will see frequently during your stay in Los Angeles — in places of business, on busses. It is indicative of a tradition and of our bilingual culture.

When the Californians of the ranchero days of the late 1700's said "bienvenidos" the word had special meaning. It was almost a blessing bestowed on a weary traveler or valued friend from a neighboring ranchero. It was often accompanied by the phrase "Mi casa es su casa" — "My house is your house." We hope and believe that you will find this same open, generous and hospitable spirit among the present day Californians working on this Conference, among the staffs of our two fine hotels, and everywhere you go in Los Angeles.

"Los Angeles" is an abbreviation of the original Spanish name of our city "El pueblo de nuestra senora la reina de Los Angeles de Porciuncula." If you must call it "L.A.", keep in mind its real name "The town of our lady, the queen of angels of special graces."

Bienvenidos a Los Angeles! Nuestra casa es su casa!

T. Roger Nudd, Co-Chair

Marion Sneed, Co-Chair

Robert Gentry, Program Chair

Kathryn Goddard, Hospitality Chair

Robert Ebersol, Placement Chair

Susan Hunter Hancock, Technical Support Chair



T. Roger Nudd & Marion Sneed, Conference Co-Chairs, welcome you to NASPA '80.

GENERAL INFORMATION

Admission to Sessions

Admission to all Conference sessions will require the Conference name tag which is included in the registration packet. Voting delegate's name tags will have a solid blue band across the top of the tag.

Conference Headquarters

The Conference Headquarters is located in the California Foyer on the second level, Bonaventure Hotel.

Registration Hours and Location

Registration for the Conference is located in the California Foyer on Level 2. The registration desk will be open during the following hours:

Saturday, April 12	8:00 a.m. to 5:00 p.m.
(pre-registrants only)	5:00 p.m. to 9:00 p.m.
Sunday, April 13	8:30 a.m. to 6:00 p.m.
Monday, April 14	8:00 a.m. to 6:00 p.m.
Tuesday, April 15	8:00 a.m. to Noon

Placement

The Placement Center for the 62nd Annual NASPA Conference is located in the Exhibit Hall of the Bonaventure. This is located on the Exhibit Level of the hotel, one floor below the Lobby Level. Placement services are available during the following hours:

Saturday, April 12	Noon to 9:00 p.m.
Sunday, April 13	9:00 a.m. to 5:00 p.m.
Monday, April 14	9:00 a.m. to 5:00 p.m.
Tuesday, April 15	9:00 a.m. to Noon

Pre-registered Placement users (Candidates and Employers) may pick up materials at the Placement Registration Center beginning at 8:15 a.m. Saturday, April 12.

Admittance to the Placement Center can be obtained by display of a current NASPA membership card or Conference name tag. Questions concerning the Placement Center should be directed to Robert Ebersol, Conference Placement Director, or other Placement Staff in the Center. A professional counselor is available in the Placement Center to handle problems.

Pre-Placement Meeting

A special orientation session for candidates using the Placement Center will be held on Saturday, April 12 from 9:00 a.m. to 10:00 a.m. in San Gabriel A and B, located on the Lobby Level of the Bonaventure. Candidates are urged to attend.

A special meeting concerning employer registration will be held from 10:00 a.m. to 11:00 a.m. in San Gabriel A and B, also located on the Lobby Level of the hotel. Employers planning to use the Conference Placement Center are urged to attend.

HOSPITALITY CENTER

Need help in finding an interesting place to dine in Los Angeles? Want information on jogging trails, tennis courts, athletic clubs, shopping districts, sightseeing? Come to the Hospitality Center located in the California Foyer on Level 2. Binders of information will be available, along with several knowledgeable Angelenos to help you enjoy the City of the Angels.

INFORMATION

Are you lost? Need help finding your way from Level 2 to Floor

23? Want to know where that fascinating Interest Session is? Look for the Conference Information folk. They will be wearing a big smile along with a large NASPA button and a dark blue ribbon hanging from their name tag. We're here to help you enjoy NASPA '80!

TO SEE THE SIGHTS . . .

Located on the Lobby Level of the Bonaventure Hotel, Grayline Tours offers you a wide range of trips and tours throughout Southern California. With departures from the Bonaventure and at reasonable cost, Grayline will take you from Farmers Market to Disneyland, from Universal Studios to Tijuana. Check with them upon your arrival.

If you'd rather do the driving, Hertz also has an office on the Lobby Level of the Bonaventure, adjacent to Grayline. They will provide you with maps, directions and assistance with L.A.'s freeway system.

ACADEMY AWARDS

The Annual Academy Awards Presentation will take place at the Dorothy Chandler Pavilion beginning at 6:00 PM on Monday, April 13, 1980. It's fun to go early and sit in the bleachers outside the auditorium where the various nominees and distinguished guests arrive in their limousines. The Dorothy Chandler Pavilion is a few blocks from the Bonaventure. Exit the hotel on Flower street and walk 3 blocks left to First street. The Music Center will be on your right. It's a good idea to get there early, mid-afternoon if you really want a good seat!

CONFERENCE SESSIONS TO BE RECORDED

Persons attending the NASPA '80 Conference will be able to purchase tapes of selected major speakers, plenary sessions and interest sessions. The recordings, to be made by Butterfly Media Dimensions, will be available at the Butterfly booth, located in the California Foyer, adjacent to the Conference registration booth on Level 2.

NASPA 80 ABSTRACTS

Most programs presented at the Los Angeles Conference are in abstract form and available free of charge at the conference headquarters on the 2nd level. The abstract provides a good opportunity to review programs before attending.

PAST PRESIDENTS PORTRAITS TO BE DISPLAYED

Two years of hard work by Jim Rhatigan, NASPA Historian, and Mark White, a graduate of Wichita State University, will culminate in the NASPA '80 display of portraits of the past presidents of the Association. The portraits, as noted in the winter issue of *NASPA News*, were produced from photographs taken at the approximate time of the individual's tenure as president. Brief biographical information will accompany each portrait to give current NASPA members a glimpse into the history of our Association. The portraits will be displayed in the California Foyer adjacent to the Conference registration booth. Please come and take a look! Many thanks go to Jim and Mark and the many persons who contributed funds for this project. It is an exciting addition to the Conference as well as a fine contribution to the Association.

NEED CAREER GUIDANCE? TRY SIGI!

A demonstration unit of SIGI (System of Interactive Guidance and Information) will be available for use by Conference participants. The unit, developed by the Educational Testing Service and loaned to NASPA '80 by the Career Planning and Placement Center at the University of California, Irvine, provides users with an opportunity to clarify values and fit those values with occupations. Information about job opportunities, salaries, basic educational qualifications, and resources for additional information are also provided to the user once the occupational field has been narrowed. Come try your hand at "talking to a computer," located in the California Foyer, adjacent to the Conference registration booth on Level 2. An interest session on campus uses of SIGI will be held on Wednesday April 16 at 9:00 a.m. in the Los Cerritos Room on Level 1.

NEED TO LOCATE SOMEONE AT THE CONFERENCE?

Come to the Message Center/Locator File in the California Foyer adjacent to the Conference registration area on Level 2. A card file of Conference attendees will be available at the Center for use by Association members.

TECHNOLOGY HITS THE MESSAGE CENTER!

This year, conference participants will have a better way of leaving messages for their friends. Notices, indicating that a message is waiting in the Message Center, will be displayed on video screens, located throughout the Conference area. Persons who see a notice that they have a message should come to the Message Center/Locator File in the California Foyer, adjacent to the Conference registration booth on Level 2. Persons wishing to leave a message should come to the same location. The keyboard and video monitor screens are being donated by Portac, Inc. of Santa Barbara, California. An additional demonstration unit and sales representative are available in the California Foyer.

CAMPUS VISITS

Those who wish to visit selected local campuses on Tuesday afternoon, March 15, are asked to sign up at the Hospitality Center, California Foyer, Level 2, before noon on Monday, March 14.

At no cost to the participants, conferees will have an opportunity to be oriented to post secondary institutions in the greater Los Angeles area and to investigate selected premiere student affairs programs.

NASPA '80 MANAGEMENT SERIES

This is a group of programs specifically designed for the chief student personnel officer and for those who aspire to top management positions in student affairs. During the three days of the conference, participants will be able to attend sessions on Strategic Planning, Financial Planning, Marketing, Organizations, Human Awareness, Information Management Problem Solving, Management as well as the Harvard program on Life Long Education. Robert Bolan, Director, Governmental Affairs, Los Angeles Community College District; Ellen Ruben, UCLA Graduate School of Management, Dennis Galligani, Office of Academic Affairs, UC Irvine, designed the Management programs for the 1980 Conference.

ATTENDING NASPA FOR THE FIRST TIME?

On Sunday, April 13 at 1:30 p.m. in San Gabriel A and B, there will be a special meeting for first time NASPA Conference participants. If you are attending your first NASPA Conference, this session will help you learn about both the Conference and the Association.

PROCEDURE FOR RESOLUTIONS TO BE PRESENTED AT ANNUAL BUSINESS MEETING

The policy regarding the presentation of resolutions at the annual business meeting of the Association is as follows:

Any member of NASPA may present a resolution for action by the membership on any issue. Proposals submitted to the Committee on Resolutions (incumbent Regional Vice Presidents, President-Elect, and Larry Ebbers, Director, Research and Program Development Division) will gain the advantage of regular agenda submission to the membership at the business meeting and possible Executive Committee endorsement. All proposals reviewed by the Resolutions Committee with or without that support, however, will be presented to the membership. Resolutions not processed through the committee may be presented to the membership from the floor under "new business."

Definition: A resolution is an instrument expressing the opinion, will, and intent of the NASPA Voting Delegates. Endorsement of a resolution by the delegate body constitutes a directed call for Executive Committee action. A resolution is distinct from a motion which results in the approval or disapproval of proposed Association legislation. The Executive Committee bears the responsibility to deliberate on approved resolutions and report their disposition to the delegate body.

Procedures: The procedure for submitting resolution proposals is as follows: (1) A draft of a proposed resolution may be submitted in writing to the appropriate Regional Vice President or the President-Elect prior to the opening date of the Conference. (2) Resolution proposals may be submitted to the Executive Committee any time during the Conference prior to the annual business meeting. (3) Resolutions may be presented to the membership from the floor under "new business" during the annual business meeting.

RECREATION FACILITIES

L.A. RACQUET CLUB
WORLD TRADE CENTER —
Across the Pedestrian Overpass

FEES ARE CHARGED

TENNIS
GYM, EXERCISE ROOM
SAUNAS
WHIRLPOOLS
SHOWERS, MAKE-UP FACILITIES

Sunday	9 A.M.-4 P.M.
Monday	6:30 A.M.-9 P.M.
Tuesday	6:30 A.M.-10 P.M.
Wednesday	6:30 A.M.-10 P.M.
Thursday	6:30 A.M.-10 P.M.

PRE-CONFERENCE ACTIVITIES

FRIDAY, APRIL 11

2:00 p.m.
NASPA Executive Committee

Santa Barbara C

SATURDAY, APRIL 12

8:00 a.m.-5:00 p.m.
Conference Registration

California Foyer

8:15 a.m.
Check in for Pre-registered Placement Participants

Exhibit Hall

8:30 a.m.-5:00 p.m.
Conference of Jesuit Student Personnel Administrators

San Fernando

8:30 a.m.-4:00 p.m.
NASPA Executive Committee

Santa Barbara C

9:00 a.m.-5:00 p.m.
Conference Headquarters

California Foyer

9:00 a.m.-5:00 p.m.
Hospitality, Message, and Information Centers

California Foyer

9:00 a.m.-5:00 p.m.
Portac Demonstrations, Past Presidents Display

California Foyer

9:00 a.m.-10:00 a.m.
Placement Orientation for Candidates

San Gabriel A

10:00 a.m.-11:00 a.m.
Placement Orientation for Employers

San Gabriel B

10:00 a.m.-3:00 p.m.
AAUA Pre-Conference
Workshop

San Pedro, Los Feliz,
La Brea, La Cienega

12:00 Noon-9:00 p.m.
Placement Center

Exhibit Hall

5:00 p.m.-9:00 p.m.
Conference Registration (Pre-registered only)

California Foyer

5:30 p.m.
Saturday Night Mass (Sponsored by Jesuit Student Personnel
Administrators)

Palos Verdes

6:00 p.m.-7:00 p.m.
AAUA Workshop Reception

San Pedro

SUNDAY, APRIL 13

7:30 a.m.
Region II Continental Breakfast for New Professionals

Region II Suite

8:00 a.m.-4:15 p.m.
AAUA Pre-Conference
Workshop

San Pedro, Los Feliz,
La Brea, La Cienega

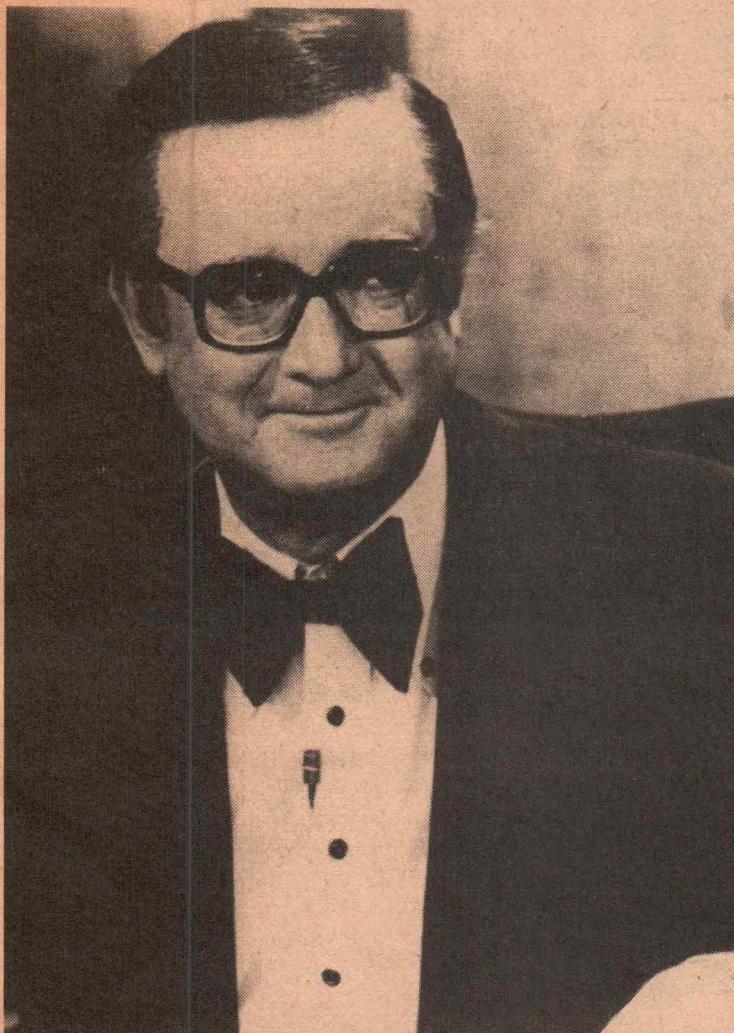
8:30 a.m.-6:00 p.m.
Conference Registration

California Foyer

9:00 a.m.-5:00 p.m. Conference Headquarters	California Foyer
9:00 a.m.-5:00 p.m. Placement Center	Exhibit Hall
9:00 a.m.-5:00 p.m. Hospitality, Message, and Information Centers	California Foyer
9:00 a.m.-5:00 p.m. Portac Demonstrations, Past Presidents Display	California Foyer
9:00 a.m.-4:00 p.m. Board of Directors, National Orientation Directors Association	Santa Anita C
10:00 a.m. NASPA '80 Program Committee	Santa Anita A
10:00 a.m.-12:45 p.m. 1980-81 Executive Committee Meeting and Luncheon	Palos Verdes
12:00 Noon AAUA Workshop Luncheon	San Pedro
1:30 p.m.-3:00 p.m. NASPA New Members/First Timers Meeting	San Gabriel A & B
Presiding: Connie Keough Campbell, Dean of Students, University of Denver	
An informal orientation which will describe the NASPA organization and opportunities for new member involvement. Conference programs and activities of special interest will be highlighted.	
2:00 p.m.-3:00 p.m. Region III Old and New Advisory Committees	Region III Suite
2:00 p.m.-3:30 p.m. NASPA Journal Editorial Board	Santa Barbara C
2:00 p.m.-3:30 p.m. Chief Student Affairs Officers Get Together	Santa Barbara A
2:00 p.m.-3:30 p.m. Career Development for Mid-Level Administrators in Student Affairs	Santa Barbara B
Presenter: R. Ann Young-Beede, Career Advisor, Boston College	
A workshop designed for mid-level administrators who are concerned with planning and developing their career. The program will follow a workshop format with worksheets, individual and small group activities, and lectures/discussions. The major topic areas will cover promotions, career alternatives and the job campaign.	
2:00 p.m.-4:00 p.m. SIGI Demonstration	California Foyer
3:00 p.m.-4:00 p.m. Joint Meeting of Career Development and Placement and Professional Development and Standards Divisions.	President-Elect's Suite
4:00 p.m.-5:30 p.m. Reception for Student Personnel Trainers, sponsored by the Professional Development and Standards and Research and Program Development Divisions.	President-Elect's Suite

PROGRAM FOR THE 62ND ANNUAL NASPA CONFERENCE

SUNDAY, APRIL 13, 1980



Fiestitas de los Regiones

5:30 p.m.-7:00 p.m.

Region I	San Fernando
Region II	Palos Verdes
Region III	San Gabriel B
Region IV-E	Santa Anita A & B
Region IV-W	Santa Anita C
Region V	San Gabriel A
Region VI	Santa Barbara A & B

!FIESTA DE NASPA!

7:00 p.m.

California Ballroom

Come join friends and colleagues from across the country for NASPA's buffet Mexican dinner, Conference opening, and an evening of entertainment and dancing.

Presiding:

T. Roger Nudd, Dean of Student Services, California State University, Fullerton, and **Marion Sneed**, Associate Dean of Student Services, California State University, Fullerton, Conference Co-Chairs.

Invocation:

Marion Sneed, Associate Dean of Student Services, California State University, Fullerton.

Dinner
Entertainment:

Mariachis Nuevos UCLAtan, Hector Aquiniga, Director
Ballet Real Mexicano, Elena Fajardo, Director

Presentation
of Awards:

Donald Adams, Vice President, Student Life, Drake University and Immediate Past President, NASPA

Speaker:

George W. Young, Vice President, Student Development, Broward Community College: NASPA President
Topic: NASPA: Future Prospects

Entertainment:

Steve Allen, comedian, composer, author, director.

Dancing:

Jazz Ensemble, California State University, Los Angeles, Bob Curran, Director

MONDAY, APRIL 14, 1980

7:00 a.m.-9:00 a.m.
Continental Breakfast

Hotel Lobby

Participants: **Jon Hess**, Dean of Students, Westmont College

Jim Appleton, Vice President, Student Affairs, University of Southern California

**Julie Anderton, Associate Dean of Students,
Westmont College**

Andrea McAleenan, Dean of Instruction,
Azusa Pacific College

The discussion will focus on the role of the Student Affairs professional seeking to create opportunities which will enable students to develop integrity as they integrate their values and beliefs systems with their individual lifestyle. Jim Appleton will provide opening comments, followed by small group sessions.

7:30 a.m.-9:00 a.m. Regional Breakfasts for Voting Delegates and Chief Student Affairs Officers

Region II
Region III
Region IV-East
Region IV-West
Region V
Region VI

Region II Suite
Region III Suite
Region IV-E Suite
Region IV-W Suite
Region V Suite
Santa Anita A & B

8:00 a.m.-6:00 p.m.
Conference Registration

California Foyer

8:00 a.m.-6:00 p.m.
Conference Headquarters

California Foyer

9:00 a.m.-5:00 p.m.
Placement Center

Exhibit Hall

9:00 a.m.-9:00 p.m. **California Foyer**
Hospitality, Information, and Message Center

California Foyer

9:00 a.m.-5:00 p.m. California Foyer
Portac Demonstration, Past Presidents Display

Portac Demonstration, Past Presidents Display



KEYNOTE

Dr. Richard Lyman, President, Stanford University

Presenting the speaker: **James W. Lyons**, Dean of Student Affairs, Stanford University.

9:00 a.m.-10:30 a.m.

California Ballroom

6

INTEREST SESSIONS

10:30-Noon

1. **NASPA Management Series:** **Santa Anita A**
Time Management for Student Affairs Staff — Management Tips That Work!

Participants: **Roger B. Ludeman**, Dean of Student Affairs, The University of Toledo

Barrie Wight, Divisional Coordinator for the Quality of Student Life, University of Wisconsin — Milwaukee

Time management theory and techniques that promote administrative effectiveness/efficiency will be presented. Based on the concepts of MacKenzie (*The Time Trap*), LaBoeuf (*Working Smart*), and years of practical management experience, the session will explore planning strategies that maximize control over daily schedules and time. Creative solutions to time pressure problems will be provided.

(PROGRAM REPEATED AT 2)

2. **NASPA Management Series:** **Santa Anita B**
Strategic Planning

Participants: **Dennis Galligani**, Special Associate, Office of Academic Affairs, University of California, Irvine

Ernest Scalberg, Principal Administrative Analyst, University of California, Los Angeles

Long range and strategic planning theories, applications in college and university settings. Case studies dealing with strategy decisions and their implementation, executive action, and administrative behavior involved in college management.

3. Let's Not Grovel: We Have Plenty To Do With Retention **Palos Verdes**

Participants: **Stephen G. Jennings**, Associate Dean of Students, Tulane University

James Caswell, Dean of Students, Southern Methodist University

Jeremy Stringer, Assistant Vice President for Student Affairs, University of Southern California

An examination of the impact of increased competition for funds within universities in the eighties: the effect on student affairs divisions and the need for student affairs to link itself more closely to retention activities. Representatives from three universities will discuss what they are doing in this area.

4. **Parliamentary Procedure — A Refresher**

Participants: **Peter Steiner**, Dean of Students, Olympic College; current NASPA Parliamentarian

Stan Levy, Vice President, Student Affairs, University of Illinois at Urbana-Champaign; Immediate-Past NASPA Parliamentarian

A session chaired by the current and immediate-past NASPA Parliamentarians, this is intended for individuals seeking assistance in chairing and participating in meetings governed by parliamentary law. Participants will receive handouts and advice on dealing with sticky parliamentary problems.

5. **Have Program, Will Travel — Skills Consultation Service for Minority Organizations** **San Gabriel A**

Participants: **Beverly A. Tucker**, Assistant Dean of Students, University of Texas at Austin

Rene Abelardo Gonzalez, Student Development Specialist, University of Texas at Austin

A demonstration of methods used to minimize a problem which affects most student support service programs, i.e., low student turnout, through a creative approach to outreach. Have Program, Will Travel utilizes university staff and paraprofessionals as consultant teams to minority student organizations. Workshops are tailored to meet individual organizational needs.

6. **Staff Development: An Organizational Imperative**

San Gabriel B

Participants: **James S. Hartman**, Vice President for Student Affairs, Radford University

Bonnie Hurlburt, Dean of Students, Radford University

Diane Millett, Staff Assistant to the Vice President for Business Affairs, Radford University

The prevailing focus on the training aspect of staff development has prevented many participants from recognizing the broader contributions such programs can make to an organization. This program addresses the "broader contributions" and deals with the practical and political implications of establishing a staff development program for student affairs professionals.

7. **The Emergence of Accreditation and Program Standards in Student Affairs** **San Gabriel C**

Participants: **Donald Z. Scheiber**, Dean of Student Development, St. John's University

E.T. "Joe" Buchanan, Dean of Student Services, Tidewater Community College

Carmen Neuberger, Dean of Students, American University

William L. Thomas, Vice Chancellor, Student Affairs, University of Maryland

This past January a coalition of professional associations established the Council for the Advancement of Standards for Student Services/Development Programs. The Council was founded in response to the need for student affairs accreditation and program standards. This session will provide a review of the Council and its potential influence on student affairs programs and professionals.

San Fernando

Monday, April 14

10:30-Noon

8. Strategies for Changing Organizational Perspectives in a Changing Environment

San Pedro

Participants: **John Lowe**, Director of Student Development Services, Frostburg State College
Wayne Carlisle, Director of Career Planning and Placement, Ohio Wesleyan University
Paul Moore, Assistant Vice President for Student Affairs, University of Southern California

A review of the relationship between organizations and their environments with a specific focus on Student Affairs as an organizational unit. Issues and strategies for personal consideration and organizational change will be presented with an opportunity for audience discussion.

9. Community Outreach: Developing Human Resources in an "Era of Limits"

Los Feliz

Participants: **Kenneth D. Burns**, Dean of Student Personnel Services, Palomar Community College
Victoria K. Burney, Director, Human Resources Development — CETA Area Training Center and Women's Programs, Palomar Community College

The organizing and funding through grantsmanship of an innovative division within a community college framework which capitalizes on the political pragmatism of the current no-frills era. This division provides unique educational and training opportunities to less accessible and non-traditional students to enhance their full employment potential.

10. Campus Commitment to Crime Prevention

La Brea

Participants: **W. Thomas Morgan**, Executive Director, Senate Committee on Student Discipline, University of Illinois at Urbana-Champaign
Rita M. Moser, Assistant Director, Resident Student Development, The Florida State University
John C. Barber, Assistant Vice-Chancellor of Campus Community Safety, University of California, Los Angeles

The chief student personnel officer has a responsibility, with the cooperation of university and local law enforcement agencies, to initiate crime prevention programs that are informative and that create an awareness among the student body that the prevention of crime and personal safety are the responsibilities of each student, as well as the police.

11. Cooperative Education: A Strategy for Collaborative Change

La Cienega

Participants: **David Dodson**, Dean of Student Development, Chapman College
David Koliner, Cooperative Education Coordinator, Chapman College
Cameron Sinclair, Dean of the Faculty, Chapman College
Patricia See Stephansen, Associate Professor of Sociology, Chapman College
William Womack, Associate Professor of Communications, Chapman College
Debra Wellington, Student, Chapman College
Roger Rahn, Student, Chapman College

An analysis of the strategic benefits gained through a collaborative enterprise. Panel members include students, faculty members, student development and academic administrators who will discuss beneficial changes in student recruitment prospects, increased private and governmental funding, and a more relevant redefinition of the institution's mission.

12. A Student Development Transcript: Phase One of Design and Implementation

Los Cerritos

Participants: **Jonathan Hess**, Dean of Students, Westmont College
Keith McLellan, Career Development Coordinator, Westmont College

A review of the rationale, goals, program objectives and strategies for incorporation of the Student Development Transcript in a small, independent liberal arts college. Presenters will discuss personal assessment techniques and instrumentation and their relative value to an individualized developmental transcript. A description of Phase One of this project will link theory and practice.

13. Conflict Management Training Program for Staff and Faculty

San Bernardino

Participants: **Lee Broadbent**, Counselor, California State University, Fullerton
Richard Schulman, Director of Personnel, California State University, Fullerton
Suzanne Schwartz, Counselor, California State University, Fullerton

A description of a low cost, in-house conflict management training program for staff and faculty. The workshop goal is to improve participant's ability to deal with typical on-the-job conflicts. Background workshop content, method, results and future directions will be discussed.

14. Student Effort and Personal Development

Santa Barbara B

Presenter: **C. Robert Pace**, Professor of Education, University of California, Los Angeles

Quality of effort can be measured. The quality of effort students put into using college facilities and opportunities (residence hall, union, library, clubs, faculty and student contacts) is more important than any other factor in advancing their learning and development.

15. Legal Implications for Staff
Members in Residence Halls

Santa Barbara C

Participants: **Robert G. Cabello**, Assistant Dean for Campus Life, Emory University
Edward Hammond, Vice President of Student Affairs, University of Louisville

One of the prime areas which lends itself to increasing legal scrutiny and liability is the residence hall setting. This program recognizes this increased scrutiny, and hopes through a panel/question and answer format to deal in laymen's terms with current legal problems within Residence Hall Systems.

11:15 a.m.-1:00 p.m.

NIRAD Board Meeting

President's Suite

Noon-2:00 p.m.

"I Can See Clearly Now"

Santa Anita C

Presenter: **Don Perrin**, Director, Instructional Media Center, California State University, Northridge

Multi-media production depicting examples of reasonable accommodations for handicapped students attending the CSUC system. Several creative, helpful examples of how a major university system accommodates students are shown in this production.

1:00 p.m.

NASPA Business Meeting

San Francisco Ballroom

Presiding: **George Young**, Vice President, Student Development, Broward Community College; President, NASPA

Installation and remarks of incoming NASPA President, **Lyle Gohn**, Dean of Student Affairs and Services, Montana State University. Remarks by outgoing President, **George Young**.

INTEREST SESSIONS

2:00-3:30

16. **NASPA Management Series:** **Santa Anita A**
Time Management (Repeat of Program #1)

17. **NASPA Management Series:** **Santa Anita B**
Strategic Planning (Continuation of morning session)

18. **NASPA Management Series:** **Santa Anita C**
Financial Planning

Presenter: **Robert Bovinette**, Executive Vice President, Occidental College
James E. Kristy, Consultant, Educator, Writer, Buena Park, California

Planning and budgeting are management tools used to help an organization improve effectiveness (doing the right things), and efficiency (doing things right). Topics will include (1) the budget system, (2) management controls, (3) break-even analysis, (4) setting priorities, and (5) zero-base budgeting.

19. Champagne Program — Beer Budget: **Palos Verdes**
Cost Effective Campus Alcohol Programs

Participants: **Barbara Fletcher**, Director of Special Services, SUNY Agricultural and Technical College
Kate Badenoch, Program Coordinator, State Alcohol Program for Colleges, SUNY Agricultural and Technical College
Terry Barry, Counselor/Trainer, State Alcohol Program for Colleges, SUNY Agricultural and Technical College

James Mooney, Assistant Director of Special Services, SUNY Agricultural and Technical College

Through funding from New York's Division of Alcoholism and Alcohol Abuse, Alfred State College consults with colleges throughout the state to assist the implementation of comprehensive campus and consortia alcohol programs. Panelists will discuss needs assessment, program planning and evaluation, support development, early-intervention mechanisms, identification and confrontation, training, resources and alternative programming.

20. **Renewal — The Key to Survival**

San Fernando

Participants: **Andrea McAleenan**, Dean of Instruction, Azusa Pacific College

Jim Holsclaw, Director of Faculty Development, Azusa Pacific College

Ray Rood, Associate Professor, Student Development, Azusa Pacific College

The development of self-renewing persons will be vital to provide creative and innovative programming in higher education in the 1980's. This session will focus on assisting student affairs staff and faculty to gain a vision of what they can offer each other as they seek to enhance students' growth opportunities.

21. **The Adult Student in the Traditional College Curriculum**

San Gabriel A

Participants: **Lewis C. Solomon**, Executive Officer, Higher Education Research Institute

Joanne J. Gordon, Research Analyst, Higher Education Research Institute

Kenneth C. Green, Research Analyst, Higher Education Research Institute

Kathleen Rockhill, Assistant Professor, Graduate School of Education, University of California, Los Angeles

A comparison of the collegiate experiences of adults and of traditional-aged students. The presentation emphasizes adults' characteristics, academic and career needs, goals and involvements, and the perceived versus the actual impacts of a college education.

22. **The Jaws of Jarvis:**

San Gabriel B

California Community Colleges Two Years Later

Participants: **Peter R. MacDougall**, Dean, Student Services, Los Angeles Pierce College

Bill Bendat, Director of Counseling, Moorpark College

James R. Hirschinger, Vocational Counseling Specialist, Chancellor's Office, California Community Colleges

Neal Rogers, Vice President, Student Affairs, Santa Ana College

Kay Ragan, Associate Dean, Student Activities, Mt. San Antonio College

This program is intended to assess the impact of the Jarvis-Gann Initiative (Proposition 13) on student services programs in California community colleges. California community colleges, prior to Proposition 13, were funded primarily from local property taxes. The passage of Prop. 13 changed this funding base and placed California community colleges in a period of fiscal uncertainty.

MONDAY, APRIL 14

2:00-3:30

23. Retention: Making It Work from a Student Affairs Perspective

San Gabriel C

Participants: **K. Richard Pyle**, Advising, Counseling and Career Development Center, Alma College

Art Sandeen, Vice President for Student Affairs, University of Florida

Jim Campbell, Vice President for Student Affairs, University of South Carolina

Bill Mendenhall, Associate Dean of Students, University of Georgia

John Gardner, Professor of General Studies, University of South Carolina

At a 1979 statewide meeting in Georgia, student affairs vice presidents and deans made a presentation on retention to their academic peers and colleagues. The program received a very favorable response and generated interest in cooperative retention efforts. The presentation's content and factors underlying its success will be described.

24. Til the University Do Us Part: Dual Career Marriages in Academe

San Pedro

Participants: **Marjorie Peace Lenn**, Director of Residential Life, University of Massachusetts

D. Jeffrey Lenn, Department of Management, School of Business Administration, University of Connecticut

This workshop will examine the phenomenon of dual career marriages within academic communities with emphasis on key issues from both a personal perspective (career priorities, parenting, decision-making at home) as well as institutional responsibility (personnel policies, child care services). Particular attention will be given to methods for developing workshops among dual career couples in higher education.

25. Competencies for Entry Level Professionals: Implications of a Recent Study

Los Feliz

Participants: **Rolf Groseth**, Assistant Dean of Students, Montana State University

Robert M. Hendrickson, Associate Professor, Montana State University

Tom Goodale, Dean of Student Services, University of Florida

Max Raines, Professor of Education, Michigan State University

A recent study conducted by Groseth and Hendrickson identified competencies for entry level professionals as perceived by people involved in the student personnel profession. A panel will discuss issues facing training programs within the profession.

26. A Management Planning Model for Personal and Organization Growth

La Brea

Presenter: **Marjorie Abrams**, Assistant Professor, Higher Education, University of Miami

Effective administration must provide recognition of, and a system for, the achievement of individual as well as organizational goals. This program will demonstrate a model which synthesizes management planning and personal development processes. The application model uses techniques which are easily adapted for individual, staff and student development.

27. Communicating the Student Affairs Function

La Cienega

Participants: **Michael H. Heilberger**, Vice President for Student Affairs, SUNY State College of Optometry

John Crozier, Dean of Student Affairs, SUNY State College of Optometry

Barbara Shoener, Director of Financial Aids/Counseling, Southern California College of Optometry

Student affairs professionals need to inform others about what they do. Student affairs administrators, representing the thirteen schools and colleges of optometry, developed a framework publication to use for this purpose. The speakers will describe the need for defining the student affairs function, the method used in developing a publication, and how the publication serves the institutions and the students.

28. Is Alignment with Student Lobbies Subversive?

Los Cerritos

Participants: **William G. Pollock**, Associated Students Administrator, California State University, Fullerton

Philip Johnston, Assistant Dean, Student Affairs, Chancellor's Office, The California State University and Colleges

Steve Glazer, Executive Director, California State Students Association

Dave Shontz, Executive Director, University of California Student Lobby

Panel discussion focusing on advantages of enlisting support from student lobbies to effect legislation. Increasingly, legislation impacts upon administrative processes. Students, as consumers, have needs that may be translated into programs in student services.

29. Student Attrition: A Study Across Institutional Types

San Bernardino

Participants: **Russell H. Johnson**, Assistant Director, Project CHOICE

Farrel B. Beres, Director of Special Programs, California State University, Long Beach

Don Mikesell, Director of Student Affairs Research, Ball State University

This study involved 4,000 students at 13 institutions represented by private colleges, community colleges, and public state universities. "Leavers and stayers" were compared based on the extent of their involvement in academic and social activities. The discussion will be relevant to student affairs administrators.

30. Pre-Orientation Programs for Black Students and International Students **Santa Barbara A**

Participants: **Kenneth Schwab**, Dean of Students, Assistant Professor of Education, Guilford College
James K. Gripper, Consultant Psychologist, Guilford College

Programs which a predominantly white institution can utilize to provide the needed support for new black students and new international students to enhance their successful performance within the institution. The program is designed to assure the assessment of minority student needs, the involvement of the college community in the resolution of concerns, the enrichment of the campus environment, and the continuous evaluation of the progress made.

31. Untapped Resource: Creative Utilization of Able Disabled Students **Santa Barbara B**

Participants: **Beverly Tucker**, Assistant Dean of Students, University of Texas at Austin
Steve Currier, Coordinator, Services for Handicapped Students, University of Texas at Austin
Suzzanna Cortez, Direct Services Coordinator, Services for Handicapped Students, University of Texas at Austin
Sherlyn Allen, Clinical Coordinator for Disabled Students, Student Health Center, University of Texas at Austin

Inexpensive and creative methods for 1) utilizing existing academic and community resources, and 2) utilizing undergraduate and graduate student volunteers, interns and para-professionals both able and disabled. The presentors will also demonstrate ways to expand existing programs through cooperative efforts within a university structure.

32. Students in the 1980's: What Will They Be Like? **Santa Barbara C**

Participants: **Dee Tyler**, Assistant Dean of Student Life, University of Denver
James R. Davis, Professor of Higher Education, Director, School of Education, University of Denver

A brief review of student typologies of the 60s and 70s. Description of major demographic, social, and political trends which will define students in the 1980s. The audience will be encouraged to speculate on implications for student services.

INTEREST SESSIONS 3:30-5:00

33. **NASPA Management Series:** **Santa Anita A**
Marketing (Goes to 6:00 p.m.)

Presenter: **Dominique Hanssens**, Assistant Professor of Marketing, University of California, Los Angeles
Susan Berk, Management Consultant, Los Angeles

Marketing management theories and effective policy development for colleges and universities. Examination of socio-psychological factors of consumer behavior, techniques for stimulating consumer demand in relation to marketing objectives. Review of market research techniques.

34. **NASPA Management Series:** **Santa Anita B**
Organizational Coping in the 80's (Goes to 6:00 p.m.)

Moderator: **Joseph McGuire**, Professor of Administration, University of California, Irvine
Presentors: **Dale Louson**, Director, Instructional Services, Saddleback College
Jack Schuster, Associate Professor, Education and Public Policy, Claremont Graduate School
Dennis Galligani, Special Associate, Academic Affairs, University of California, Irvine

A Panel of organizational specialists will present their viewpoints on the realities of coping with the complex higher education environment of the 1980's. Both four year and community college perspectives will be presented. Aspects of the presentation will include: variables which will impact higher education in the 80's, and how those influences can be coped with; the ways in which organization structures may be altered by the 1980's and those structures which best serve higher education.

35. Sexual Harassment **Santa Anita C**

Participants: **Anita Siegman**, Director of Counseling, University of Southern California
Leah Kaplan, Assistant Ombudsman, Psychiatric Social Worker, Stanford University
Lynn O'Leary Archer, Professor of History, University of Southern California
Tom Jablonsky, Professor of History, University of Southern California
Anita Lutz, Graduate Student, University of Southern California

The topic of sexual harassment will be presented by a paper giving an overview of the problem and some specific examples of how this is handled at a large private University. This will be followed by two discussants, a student and a faculty member who will make some brief remarks and then open the discussion to the audience as time permits.

36. Non-Traditional Management Models in Organizing Student Development Programs **Palos Verdes**

Participants: **Scott T. Rickard**, Assistant Vice Chancellor, Student Affairs, University of California, Davis
Frederick Eigenbrod, Co-Director, Counseling Center, University of California, Davis
Judith Mack, Co-Director, Counseling Center, University of California, Davis
Frances Pepitone-Rockwell, Director, Women's Resources and Research Center, University of California, Davis

Three innovative organizational structures at the University of California, Davis campus will be discussed: 1) Co-Directors of the Counseling Center, 2) dual reporting to Academic and Student Affairs for the Director of the Women's Resources and Research Center, and 3) a decentralized Educational Opportunity Program structure.

Monday, April 14

3:30-5:00 p.m. (Con.)

37. Information Processing Technology and Its Implications for the '80's **San Fernando**

Participants: **Patricia S. Terrell**, Assistant to the Vice President for Student Affairs, University of Louisville

Betty Asher, Associate Vice Provost for Student Affairs, University of Cincinnati

A user-oriented and nontechnical program focusing on the capabilities and applications of information (word) processing in student personnel. Development of a proposal, e.g., identification of needs, selection of equipment, funding, will be discussed. Actual implementation concerns and problems, e.g., staffing, start-up costs, establishing priorities, will be explored.

38. Prosperity During Austerity in Student Services **San Gabriel A**

Participants: **James A. Malone**, Dean of Students, John Jay College of Criminal Justice

Philip Bonifacio, Counseling Coordinator, John Jay College of Criminal Justice

John Jay College, an urban public institution sought to maintain high-quality student services despite budget reductions. Five steps were taken to maintain services: 1) computerizing course planning, 2) developing a peer counseling program, 3) developing counseling internships for graduate students, 4) increasing faculty participation in student activities, and 5) developing liaisons with political leaders.

39. The Daytona Learning Approach: A Unique Educational Delivery System **San Gabriel B**

Presenter: **W.C. Howard**, Daytona Beach Community College

A unique system of identifying students' goals and providing both academic and support services to assist in meeting these goals. Included in this program is a discussion of student assessment, computerized monitoring of academic progress, and the implementation of an accountable counseling program based upon identified student needs.

40. Integrating Black Students Into Predominantly White Campuses **San Gabriel C**

Participants: **Jim Hayes**, Dean of Students, Florida State University

Bob Leach, Vice President for Student Affairs, Florida State University

Tim Langston, Vice President for Student Affairs, Florida Agricultural and Mechanical University

Jim Caswell, Dean of Students, Southern Methodist University

Needs and characteristics of today's black students will be discussed. Strategies for integrating these students at public and private universities will be outlined. There will also be discussion of white students at traditionally black campuses.

41. Legal Liability: A Pressure on Academe in the 80's **San Pedro**

Participants: **Robert M. Hendrickson**, Associate Professor, Montana State University

Lyle Gohn, Dean of Student Affairs and Services, Montana State University

E.T. "Joe" Buchanan, Dean of Student Services, Tidewater Community College

Tom Goodale, Dean of Students, University of Florida

One of the most significant pressures of the past, the present, and the future is legal liability and its impact on academe. This program will inform the practitioners on the basic legal premises of liability, the changing law, and practical application of these issues on the local campus.

42. Student Affirmative Action: Old Wine, New Bottles **Los Feliz**

Participants: **Benjamin W. McKendall**, Associate Dean of Students, San Jose State University

Abraham Bailey, California State University, Chico

Members of the Region VI Task Force on Student Affirmative Action

All areas of student affairs have a mission and contribution to make in the participation of underrepresented groups in higher education. This means not only early outreach and access matters, but also retention, support, campus environments, and, most significantly, the development of broad institutional commitments which are visible and permeating.

43. Organizational Development on No Frills! Strategies for Development Change **La Brea**

Participants: **Richard D. Wertz**, Associate Vice President for Student Affairs, University of South Carolina

Douglas Bostick, Assistant to the Dean of Student Affairs, University of South Carolina

A presentation to assist NASPA members increase the effectiveness and efficiency of their organizations at a time when budgets are being cut back and more is being demanded of student affairs professionals.

44. Determining the Needs of Your Commuter Students: The Development of a Needs Analysis Model **La Cienega**

Participants: **W. Edward Morton**, Director, Student Resource and Information Center, San Diego State University

Margaret Lewis, Assistant Dean for Student Services, East Central University

A program to assist institutions in identifying the particular needs of their commuter students. The concepts will be demonstrated through a variety of needs analysis models in use by colleges and universities across the country. Participants will learn how to design, for their home institution, an ongoing instrument and/or process which will identify the distinctive needs of commuter students.

45. Strategies for Change:
Focus on Adult Students

Los Cerritos

Participants: **Sharon H. Justice**, Assistant Dean of Students, University of Texas at Austin
Michael D. Campbell, Director of Adult Student Project, University of Texas at Austin
Gary R. Hanson, Assistant Dean of Students, University of Texas at Austin
Maralyn S. Heimlich, Coordinator of Services for Returning Students

The program will discuss the four stage transition of adults to adult undergraduates, present current research findings on adult students, and suggest specific strategies for improving the interface between adult students and the college environment.

46. Professional Development Needs
of Chief Student Affairs Offices in the 1980's

Participants: **Vance Valerio**, Doctoral Candidate, University of Northern Colorado
James Rhatigan, Vice President and Dean of Students, Wichita State University
Richard Correnti, Vice President for Student Affairs, Ithaca College
Larry Ebbers, Assistant Dean, College of Education, Iowa State University

A presentation of the results of a nation-wide study of the professional development needs anticipated by Chief Student Affairs Officers (CSAO's) from four year colleges and universities, includes the critical issues identified as well as the types of professional development activities most preferred by CSAO's. Possible implications for CSAO's, Student Affairs, and NASPA will be discussed.

47. Career, Marriage, Children:
Options and Choices in Putting Them Together

Participants: **Karen T. Rigg**, Dean of Students, Middlesex Community College
Peggy Elder, Vice President of Student Affairs, New Mexico State University
Connie Keough Campbell, Dean of Student Life, University of Denver
Dora Hauser, Dean of Students, University of Texas, San Antonio
Christie Jacobs, Director of Student Activities, Bunker Hill Community College
Mikell O'Donnell, Assistant Dean, College of Education, The Ohio State University

An opportunity to discuss and think about the real and imagined life style options and choices which seem to continue to interest, plague, and demand attention and energy from professional women who want the best from both their personal lives and their careers.

48. Understanding Student Attrition
Perceptions, Politics, and Pallbearers

Santa Barbara B

Participants: **Richard Mullendore**, Consultant, Conference of Small Private Colleges
Samuel Barnett, Deputy Director, Conference of Small Private Colleges

Programs to reduce attrition are often impeded by conflicting definitions and perceptions of the problem. The purpose of this session is to introduce a training tool which can be used to stimulate awareness among campus constituencies concerning the multiplicity of perceptions that exist regarding attrition and retention.

49. Student Needs Assessment
Using a Computerized Interest Inventory

Santa Barbara C

Participants: **Byron J. Finch**, Hall Advisor, Iowa State University
Jan Schubert, Program Advisor, Iowa State University
Jon Dalton, Dean, Office of Student Life, Iowa State University

A discussion of the development of a computerized interest inventory used to assess student interests and needs at Iowa State University as a model for other institutions. Results from the sampling of 12,000 students will be assessed.

4:00 p.m.
Region IV-E Business Meeting

Emerald Bay Ballroom

4:30 p.m.
Region III Business Meeting

Avalon Ballroom

5:00 p.m.
Region I Business Meeting
Region II Business Meeting
Region IV-E Social Hour
Region IV-W Advisory Committee Meeting
Region V Advisory Board Meeting and Social Hour
Region VI Business Meeting

Palos Verdes
Region II Suite
Region IV-E Suite
San Fernando
Region V Suite
Santa Anita C

5:30 p.m.
Florida Delegation Meeting

Region III Suite

6:00 p.m.-1:00 a.m.
The Academy Awards

California Ballroom

Enjoy the Academy Awards on NASPA's large screen T.V. with refreshments provided by Servomation. Dancing and no host cocktails following, until . . . Music by the Bill René Quintet

8:00 p.m.-10:00 p.m.
Social Hour: Azusa Pacific College Students, Graduates, and Friends

Palos Verdes

9:00 p.m.
ACE/NASPA Institutes
Student Personnel Administrators Reunion/Reception for all participants since 1975.

San Fernando

Region III Hospitality Time
Region IV-E Open House

Region III Suite

Region IV-E Suite

TUESDAY, APRIL 15, 1980

7:00 a.m.-9:00 a.m.	Hotel Lobby	B. Current Issues in Higher Education: Hispanic-Americans: Portrait of a Minority	Santa Barbara A & B
Continental Breakfast		Presentor: Santiago Rodriguez , Affirmative Action Officer, Stanford University	
7:30 a.m.		An overview of the Hispanic population of the United States focusing on the socio-cultural differences between the Caribbean and Mexican components.	
Region III Breakfast for Advisory Committee	Region III Suite	C. Current Issues in Higher Education: Testing, Standards, and Excellence: Does Anyone Really Care?	San Gabriel A & B
Region IV-E Coffee Hour in honor of Conference program participants from Region IV-E	Region IV-E Suite	Presentor: Fred Hargadon , Dean of Admissions, Stanford University, Chair, The College Board	
Good Old Girls BYO Breakfast	Santa Anita	Some views on the matter of educational standards, the role of testing, and anti-intellectualism.	
Co-conveners:		D. Current Issues in Higher Education: Panel of Presidents	Avalon Ballroom
Peggy Elder , Vice President, Student Affairs, New Mexico State University, and Mikell O'Donnell , Assistant Dean, College of Education, The Ohio State University		Moderator: John Whiteley , Vice Chancellor, Student Affairs, University of California, Irvine	
NASPA women are invited to get acquainted with one another. The program will be eclectic.		Participants: William Wenrich , President, Santa Ana College/Superintendent, Rancho Santiago Community College District	
CSUC Activities Directors	Palos Verdes	David Winter , President, Westmont College	
Convener: Ed Morton , Director, Student Resource and Information Center, San Diego State University		Richard Gillman , President, Occidental College, Executive Assistant to the Secretary, Department of Education	
8:00 a.m.-12:00 Noon	California Foyer	E. Current Issues in: Higher Education: New Strategies for Student Affairs Accountability	Emerald Bay Ballroom
Conference Registration		Moderator: Ernest J. Scalberg , General Campus Planning Analyst, Office of the Chancellor, University of California, Los Angeles	
9:00 a.m.-12 Noon	Exhibit Hall	Participants: Marvin C. Alkin , Professor of Education, University of California, Los Angeles "Tailoring Evaluations to User Needs; Student Affairs Departments."	
Placement Center		Victor Baldridge , Senior Research Sociologist, Higher Education Research Institute, University of California, Los Angeles "Assessing the Effectiveness of the Student Affairs Staff in University Governance."	
9:00 a.m.-5:00 p.m.	California Foyer	Eva Baker , Professor of Education, Director of the Center for the Study of Evaluation, University of California, Los Angeles "Evaluating Writing Skills of Entering College Students."	
Conference Headquarters		Howard R. Bowen , R. Stanton Avery Professor of Economics and Education, Claremont Graduate School "Goals, Outcomes, and Institutional Planning."	
9:00 a.m.-5:00 p.m.	California Foyer		
Portac Demonstration, Past Presidents Display			
9:00 a.m.-9:00 p.m.	California Foyer		
Hospitality, Information, and Message/Location Center			
9:00 a.m.-10:30 a.m.			

PLENARY SESSIONS:

Current Issues in Higher Education

9:00-10:30 a.m.

A. Current Issues in Higher Education: Understanding The Gay Student-Separating Fact From Fiction	Santa Anita A & B
Participants: Elizabeth Canfield , Health Counselor, University of Southern California	
J. Robert Bragonier , Director, Family Planning Service, Harbor-U.C.L.A. Medical Center	

Two heterosexual members of a multidisciplinary group of helping professionals active in community education on sexuality will explore concerns, fears and misunderstandings about homosexuality, in an effort to shed light on commonly held misconceptions. The audience will be asked to submit written questions and comments to facilitate effective dialogue.

With the forecast of shrinking enrollments and resources for the 1980's, pressures for student affairs accountability may become even more acute than during the 1970's. This panel of distinguished researchers will present the latest thinking on four critical areas of Student Affairs accountability.

10:00 a.m.-3:00 p.m.

California Foyer

SIGI Demonstration

INTEREST SESSIONS

10:30-Noon

50. **NASPA Management Series:**

The "Davis College" Simulation: a workshop in good management practices.

Presenter:

Frederic Jacobs, Assistant Dean for Programs in Professional Education, Harvard Graduate School of Education, Institute for the Management of Lifelong Education, a Cooperative Activity of Harvard and the College Board.

"Davis College" is a case study of a small liberal arts college. It looks at management problems confronting student personnel administrators — as well as the entire college — in the context of an institution which must reexamine its mission, its priorities, and its services (which students should it serve? in what ways?) as it faces the dilemma.

51. The Call for Accountability, The Struggle for Definition

Santa Anita B

Participants:

Stephen Barnes, Assistant Dean of Student Affairs, San Diego State University

W. Edward Morton, Director, Student Resource and Information Center, San Diego State University

Alvin (Bud) Austin, Vice President for Student Affairs, Seattle Pacific University

If student affairs professionals are able to negotiate their responsibilities, workload, and pay, they should be obligated to submit to output measures. The program will develop the concept of "Program Accountability" and how outcomes information can be used to measure staff performance, program effectiveness, and program efficiency.

52. Is the Customer Always Right? An Action Research Model

Santa Anita C

Participants:

Thomas J. Schoek, Associate Dean of Students, Rensselaer Polytechnic Institute

Carl A. Westerdahl, Dean of Students, Rensselaer Polytechnic Institute

Robert H. Kellett, Dean of Students, Union College

For student affairs administrators whose support systems do not include an institutional research division, this program will focus on various "quick and dirty" non-experimental research methods adaptable to almost any campus. Market research, budget preparation, program evaluation, and determining who represents whom are among the activities to which "guerilla research" options are applicable.

53. Urban Career Exploration Through Cooperative Education and Interchange Programs

Palos Verdes

Participants:

E.T. "Joe" Buchanan, Dean of Student Services, Tidewater Community College

Samuel H. Lamb, II, Coordinator, Cooperative Education and Placement, Tidewater Community College

Phyllis Bruns, Assistant Dean, Director, Cooperative Education, Orange Coast College

Helen Barnard, Department Chair, Cooperative Education, Los Angeles Valley College

Since 75-80% of urban students may have part- or full-time off-campus employment, urban institutions may utilize a city's economic life as a recruitment, retention, and job placement tool, by recruiting students from and exposing them to the "real world" of work. Three institutions' approaches to urban career exploration will be discussed.

54. Dual Career Families:

San Fernando

Strategies for Reduction of Conflict and Tension

Participants:

Jadie M. Hall, Associate Dean of Students, Arizona State University

Dan Christiano, Graduate Association, Arizona State University

Tom Goodale, Dean for Student Services, University of Florida

Connie Keough Campbell, Dean of Student Life, University of Denver

Art Sandeen, Vice President, Student Affairs, University of Florida

Strategies for reduction of conflict and tension in the two career family will be discussed utilizing current research. Emphasis will be placed upon problem-solving strategies and solutions couples employ to manage these tensions. Role division and decision-making will be central to the discussion. NASPA members will find this topic relevant both now and in the future.

55. Long Range Planning on a Shoestring: One Approach

San Gabriel A

Participants:

Peggy Elder, Vice President of Student Affairs, New Mexico State University

John Duling, Director, Counseling and Student Development, New Mexico State University

Lynda MacKichan, Administrative Assistant to the Vice President, New Mexico State University

Pedro Mercado, Assistant Director, Placement, New Mexico State University

Admonished by the internal North Central Review to develop a long range plan for the Division, the Vice President assembled a representative committee (thinkers, doers, young blood, oldies) and charged it with defining the role and scope of Student Affairs "... in the next 10 to 25 years." The panelists will discuss the process, product, and surprises surrounding the planning effort.

Tuesday, April 15

10:30-Noon

56. Upward Mobility for the
Student Personnel Administrator: A Panel Discussion San Gabriel B

Participants: **Larry Ludewig**, Assistant Dean of Students, Southern Arkansas University
B. Jeanne Fisher, Vice President for Student Life, Texas Women's University
Donald A. Haefner, Vice President for Student Affairs, Southern Arkansas University
John J. Koldus III, Vice President for Student Services, Texas A & M University
William D. Swift, Vice President for Admissions and Student Development, Southwestern University

A recent dissertation study, designed to identify some of the most important requirements for professional advancement in our field will be discussed. The panel will reflect on their own experience and address some of the following concerns: 1) How important are the advanced degrees? 2) What kinds of experiences are most beneficial? 3) What roles do professional activities play? 4) What personal characteristics or work competencies lead to professional advancement? 5) How important is career commitment? 6) Does "gamesmanship" or "playing politics" have a role in upward mobility?

57. A Student Retention Program San Gabriel C
Paraprofessional Involvement in a University Commitment

Participants: **Barbara Vollmer**, Coordinator of Counseling and Career Planning, University of Denver
Dee Tyler, Assistant Dean of Student Life, University of Denver

Student paraprofessionals are active participants in a retention program sponsored by the academic deans, counseling, placement and student life staffs. The program consists of an ongoing orientation, a freshman college colloquium, career assistance interviews, skills workshops, and student recognition awards. Selection, training, participation and program evaluation will be described.

58. Handicapped Students' Rights and Institutional Responsibility San Pedro

Participants: **Ronald M. Brown**, Vice President for Student Affairs, University of Texas at Austin
David H. McClintock, Associate Dean of Students, University of Texas at Austin

Section 504 provides for access to all institutional programs for handicapped students. Participants will report the status of legal tests, discuss implications for institutions, and suggest possible programs for compliance in the areas of transportation services, individual interpreters for the deaf, and students with emotional or mental illness.

59. The DICEL Project: Training Programs and Materials for Women Educational Leaders Los Feliz

Participants: **Betty Asher**, DICEL Project, University of Cincinnati
Jan Greenwood, DICEL Project, University of Cincinnati

DICEL (Developing Interpersonal Competencies in Educational Leadership) is directed to those women professionals who seek training or to individuals responsible for inservice or pre-service training of student personnel administrators. Participants will be introduced to the DICEL programs and materials and will have an opportunity to participate in two skill-building exercises.

60. Self-Hypnosis: Facilitation of Individual and Group Counseling La Brea

Presenter: **Darwin O. Coy**, Dean of Students, University of North Florida

Self-hypnosis and its relationship to individual and group counseling will be discussed. In essence, knowledge of this technique can contribute an extra leverage effect which adds to the impact of counseling and often shortens the procedure. Utilization of procedures in habit control and self-development will be included.

61. Communicating Through and With the Student Press La Cienega

Presenter: **Les Hyder**, University of Tennessee

An exploration of the roles, limitations, and structure of student publications. A realistic, practical understanding of the nature of the student press and student journalists and tips on how to develop an effective, successful relationship with the student media.

62. Rape on Campus: A Reality to Face Los Cerritos

Presenter: **Carra Sergeant**, Residence Director, Indiana University of Pennsylvania

Rape is a complex phenomenon understood by a thoughtful examination of current and historical attitudes and current data. This program addresses the problem of rape from five aspects: 1) Historical impact of rape, 2) Myths and attitudes about rape, 3) Characteristics of campus rape, 4) Victim services and treatment, and 5) Current trends in rape education/prevention.

63. Affirmative Student Services: Dealing with Sex Stereotyping San Bernardino

Participants: **Patricia L. Romero**, Staff Associate, University of California, Irvine

Dan Romero, Assistant Director, Counseling Services, University of California, Irvine

Twila C. Liggett, Assistant Director, Nebraska Commission on Women

A description of the training guide, *The Whole Person Book: A Preservice Guide*, developed for student service personnel to assist in identifying conscious and unconscious sex role bases. The training materials will be described, and selected activities from the Guide will be conducted. Evaluation results will also be reported.

64. The Relationship of Student Development to Organizational Change Strategy

Santa Barbara A

Participants:

Gary R. Schwartz, Professor of Counselor Education and College Student Personnel, Western Illinois University

Everett M. Chandler, Dean of Students, Emeritus, California State Polytechnic University, San Luis Obispo

Robert H. Shaffer, Chair, Department of Higher Education, Indiana University

James J. Rhatigan, Vice President for Student Affairs, Wichita State University

Nell G. Koester, Director, Student Personnel Services, Western Illinois University

An analytical assessment of two contemporary concepts: student development and organizational change strategy. Is either of these two approaches unequivocally superior to the other? How can the interests of higher education be best served by selecting the best features from both concepts into an eclectic philosophy for maximum educational effectiveness?

65. **NASPA Management Series**

Santa Barbara B

Human Awareness (Developed by the Higher Education Management Institute and the presentors.) Offered for the first time at NASPA '80. Until 3:00 p.m.

Participants:

Fred Henderson, Associate Director, Student Support Services, University of California, Irvine

Alonzo Anderson, Professor of Psychology, University of California, San Diego

Dennis Galligan, Special Associate, Office of Academic Affairs, University of California, Irvine

This program will help participants to become more aware of behavior as it pertains to interaction with people, especially with people of different cultures, sexes, and environments. Participants will look at how their behavior impacts those significant others with whom they interact. Participants will be exploring their backgrounds in regards to attitudes, values, assumptions, and feelings regarding race and other differences.

66. Open Dialogue with the
NASPA Executive Committee

Santa Barbara C

Participants:

George Young, Vice President, Student Development, Broward Community College; President, NASPA

Lyle Gohn, Dean of Student Affairs and Services, Montana State University; President-Elect, NASPA

Members of the NASPA Executive Committee

An opportunity to discuss member's concerns about the Association and the profession with the NASPA leadership team.

KEYNOTE

L. Lee Knefelkamp,

Topic: Student Affairs: Catalyst for Renewing The Community of Scholars

12 Noon-1:00 p.m.

Emerald Bay Room

Ms. Knefelkamp is Associate Professor of Counseling and Personnel Services at the University of Maryland. She has co-authored, with Carole Widick and Clyde Parker, a book entitled *Applying New Developmental Findings*. Ms. Knefelkamp was a keynote speaker at the 1980 AAHE Conference and the 1979 National Orientation Directors Association.

CAMPUS VISITS

1:00 p.m.-5:00 p.m.

Buses depart from Flower Street entrance

University of California, Los Angeles

Ellen Ruben, Ernie Scalberg, Nancy Mattice

Visitors will spend the first half of the visit hearing about the Placement and Career Planning Center, the Mentor Program, and the Academic Student Counseling Program. During the second half, they will learn about the Higher Education Department and several research organizations. Campus tours as time permits.

University of Southern California

Jim Appleton

Visitors will be able to select two of the following five areas in addition to receiving a brief overview of USC: Student Affairs General, Counseling and Health Services, International Student Services, Learning Skills, and Residential Life.

Occidental College

Brigida Knauer

Focus on a successful residence program at an academically demanding private liberal arts institution. There will be a tour, slide show, and discussion on undergraduate staff, student power, and student orientation, and leadership development.

Claremont Colleges

Jane Holcombe

A group of five private undergraduate colleges and one graduate institution: Scripps, Pitzer, Pomona, Harvey Mudd, Claremont Men's, and Claremont Graduate School. An exciting intellectual, cultural and social environment for over 5000 students and 500 faculty.

El Camino College

Henry Kirk

The visit will focus on a community college's Student Personnel program, in particular the handicapped student center and program and the student affairs facilities.

California State University, Long Beach

Stuart Farber, Rosemary Taylor, Ajay Martin, Jr., David Page, David Sanfilippo.

CSULB is one of the 19 institutions in the California State University California system. The campus is located in 320 acres near the Pacific Ocean with a diverse student body of over 30,000. The discussion will focus on the Student Affairs Division with emphasis on Student Activities, Student Government, Disabled Students, and the Student Union. A slide show and tour are included.

Tuesday, April 15

2:00-5:00 p.m. (Con.)

INTEREST SESSIONS

2:00-5:00 p.m.

67. **NASPA Management Series:** San Bernardino
Problem Solving

Participants: **David Jamieson**, Partner, MRG, Inc., Los Angeles

Robert Bolan, Director, Governmental Affairs, Los Angeles Community College District

Techniques and applications for improving organizations and increasing managerial effectiveness through problem solving interventions. Examination of consultant entry and leaving, organizational diagnosis, process consultation, team building, decision making, training and design considerations.

68. **NASPA Management Series:** Santa Barbara B
Human Awareness (HEMI) (Continued from morning)

Participants: **Fred Henderson**, University of California, Irvine

69. **NASPA Management Series:** Santa Barbara C
Information Management

Participants: **David Sheldon**, Director, Campus Computer Center, University of California, Irvine

Charles Catlett, Associate Director, Campus Computer Center, University of California, Irvine

Basic concepts and applications of information systems in colleges and universities. Fundamental design considerations. Examination of relationships between centralized computer centers and departmental users. Emphasis on use of information systems for planning and control.

MODEL PROGRAMS AND PRACTICES

2:00-5:00 p.m.

A. The Development of Character and Community in College Freshman Avalon Ballroom

Presenter: **John M. Whiteley**, Vice Chancellor and Professor of Social Ecology, University of California, Irvine

An overview of the Sierra Project, a developmental intervention at the University of California, Irvine, designed to facilitate and study dimensions associated with character development in college students. The university is assessing the growth and development of freshmen over the course of their college experiences on such dimensions as moral reasoning, ego development and sex role choices.

B. Developing Assertive Behavior in College Students

Presenter: **Rita M. Whiteley**, Counseling Psychologist, University of California, Irvine

A workshop for college student personnel workers who wish to acquire skills for facilitative groups and workshops in assertion training for college students. Workshop participants will be instructed in how to use the new APGA stimulus film, *The Assertive College Student* (written and produced by Rita M. Whiteley) to provide workshops to help college students develop assertive skills. A four part cognitive/behavior model of behavior change will be presented along with specific exercises to accompany the use of each stimulus vignette.

MODEL PROGRAMS AND PRACTICES

2:00-3:00 p.m.

C. Building Success in a Paraprofessional Staffing Program Santa Anita A

Participants: **Steven J. Steckler**, Assistant Dean of Student Activities, Director of Orientation, Villanova University

Barbara J. Oesterle, Student Chairperson of Orientation, Villanova University

Jeffery W. Pollard, Counseling Psychologist, Villanova University

A model of staffing designed specifically to yield high levels of dedication, responsibility and motivation on the part of paraprofessional staff. The philosophy behind the model and behavioral outcomes will be presented. Issues facing professionals who utilize such an approach will also be discussed.

D. Fraternity Hazing — The Beginning of the End Santa Anita B

Participants: **George W. Spasyk**, Executive Director, Lambda Chi Alpha Fraternity; President, Fraternity Executives Association

Gary J. Golden, Assistant Dean of Students, University of New Mexico

W.A. Butler, Executive Director, Delta Upsilon Fraternity

While most fraternities took a position against hazing as early as the turn of the century, remnants still remain in isolated pockets that are resistant to change. Fraternities have instituted dramatic programs in recent years to overcome traditional practices. The end of hazing practices may be in sight.

E. Lightly Toward Equity Santa Anita C

Participants: **Diane E. Millett**, Staff Assistant to the Vice President for Business Affairs, Radford University

James S. Hartman, Vice President for Student Affairs, Radford University

Results of a grant project which addressed unconscious sex-role stereotyping in faculty, staff and students at Radford University in Virginia (5,800 students). Participants will see a slide-tape program for faculty professional development and for disabled students and receive a brochure for disabled students as well as results of a two-day faculty/staff retreat.

Emerald Bay

**F. Trends in the No Frills
Job Market of the 80's**

Participants: **Jim Burkhalter**, Assistant Director of Housing, University of Georgia

Chuck Werring, Residence Education Consultant, University of Georgia

Information will be presented to reveal how jobs are distributed among the various job categories in student affairs and what the necessary education and experience prerequisites are for each type of position. Skills and competencies needed by the new professional in the 80's will be discussed.

G. Frills on a No Frills Budget:

Residence Halls in the 1980's

San Fernando

Participants: **Sharla L. Schroeder**, Head Resident, University of California, Irvine

Willie Brown, Assistant Dean of Students, University of California, Irvine

Charlene Chew, Assistant Dean of Students, University of California, Irvine

Melody Lane, Assistant Dean of Students, University of California, Irvine

Sarah Lonkey, Assistant Dean of Students, University of California, Irvine

Looking for creative ways to build community and meet students' needs in residence halls today? We will present several of our program models, which we believe successfully meet these challenges. Time will also be provided for participants to share their ideas and models for residence hall programs.

**H. Academic Dishonesty:
A University Dilemma**

San Gabriel B

Participants: **Chuck Chapin**, Assistant Director of Student Organizations and Activities, University of Kansas

Jon C. Dalton, Dean of Student Life, Iowa State University

Larry Ebbers, Assistant Dean, College of Education, Iowa State University

A discussion of current research on: 1) Academic dishonesty on college campuses; 2) A comparison between fraternity/sorority and residence hall students in their attitudinal responses concerning cheating; 3) Values education as a tool in offsetting the trend of academic dishonesty.

**I. Student Values: Do Students
Know What They Are?**

San Gabriel C

Presentor: **Alice B. Sivilich**, Assistant Dean of Students, Lafayette College

A model for values clarification among students, currently being used at Lafayette College, was developed when the Student Affairs staff felt the need to assist students in clarifying just exactly what they valued. The program will describe the process and outcomes.

J. International Student Programmer

San Pedro

Presentor: **Harold S. Kahler, Jr.**, Lifestyle Education Specialist, University of Wisconsin — Stevens Point

A presentation based on a detailed explanation of the international student programmer position. It will include the need for the position, position proposal, funding, description of duties, and evaluation.

Palos Verdes

**K. Assessing Student Service
Needs of Medical Students**

Los Feliz

Participants: **Patricia L. Romero**, Staff Associate, University of California, Irvine

Dan Romero, Assistant Director, Counseling Services, University of California, Irvine

Horace Mitchell, Special Assistant to the Vice Chancellor, University of California, Irvine

Steven Kaplan, Health Systems Analyst, University of California, Irvine

A comprehensive student services needs assessment for medical students at U.C., Irvine will be described. Students were surveyed regarding their perceived satisfaction with those services. Comparisons of importance and satisfaction ratings and response patterns for student sub-groups will be reported.

L. Hands Communicate Clearly

La Brea

Participants: **Sandra C. Phelps**, Counselor, San Diego State University

Paul Culton, Director, Disabled Students program, Golden West College

Paul Miller, Director, Handicapped Services, California State University, Fullerton

Educational accessibility for deaf students means the right to total communication. This program intends to provide specific information about current programs — components, costs — and to provide an opportunity for participants and deaf students to talk with each other. The program will be presented in voice and sign language.

**M. A Life Planning Center, From Start
To Whatever**

La Cienega

Participants: **Dale Adams**, Assistant Vice President for Student Development, University of Louisville

Patricia Bell, Director, Life Planning Center, University of Louisville

Craig Taylor, Assistant Director, Career Planning, University of Louisville

Staff from the University of Louisville Life Planning Center share their experiences (good and bad) in starting a new unit on an established state university campus. They'll talk about how to fund when funding is slim, how to gain acceptance, and how to get people angry with you when you aren't even trying!

**N. Student Awareness and
Crime Prevention**

Los Cerritos

Presentor: **Andrew Goodman**, Chair, Student Awareness Program, University of Southern California

A student-oriented program on the University of Southern California campus designed to reduce crime. Several materials, budgets, and evaluation will be discussed.

O. "Word Is Out"

Santa Barbara A

Presentor: **Peter Adair**, Adair Films, Inc.

The Film "Word Is Out" is the first serious look at what it's like to be homosexual in America. The film interviews 16 men and women from diverse backgrounds and lifestyles as they talk with candor and insight about their feelings and attitudes about being gay. (Three showings: 2 p.m., 3 p.m., and 4 p.m.)

H. Faculty and Counselors: A Team Approach to Career Development

San Gabriel C

Participants: **Larry Gray**, Director of Student Development, California State University, Dominguez Hills

Thomas Casey, Student Development Counselor, California State University, Dominguez Hills

Robert Deegan, Student Development Counselor, California State University, Dominguez Hills

Dema Scott, Student Development Counselor, California State University, Dominguez Hills

Describes the career development approach at CSUDH, and projects jointly developed by faculty and student affairs staff. These include a skills-based career monograph and a guide to career choices in the helping professions. Strategies for involving faculty in similar projects will also be presented.

I. Student Health Care: More For Less

San Pedro

Presenter: **Kenneth E. Zirkle**, Vice President for Student Affairs, SUNY, College at Cortland

An innovative approach to provide a viable health care delivery system at a cost significantly less than that of the traditional approaches. The focus will be on analyzing student needs and investigating the resources resulting in the development of a student health program which is both effective and economical.

J. Programming is a Partnership: Get Your Friends to Join

Los Feliz

Participants: **Michael Scully**, Assistant Director of Housing, Southern Illinois University at Carbondale

Nancy Hunter Harris, Director, Student Development, Southern Illinois University at Carbondale

Dallas W. Bauman III, Associate Director of Housing, Southern Illinois University at Carbondale

With projections of limited budgets, energy conservation, and restricted alcohol usage in many states, this presentation will consider developing programming without alcohol and without fancy budgets. It will show practitioners a way to expand the horizons of the university community and encompass many programming events which are presently a part of that community.

K. The Experiences of New Undergraduate Students: An Interview Study

La Brea

Presenter: **Charles W. Buck**, Director, Testing and Student Services Research, California State University, Fullerton

A representative sample of 70 CSUF freshman and juniors completing their first semester were interviewed. Reports of specific positive and negative experiences with faculty and staff were categorized and used to improve student services. Both positive and negative experiences emphasized interpersonal relationships with staff.

L. Assessment of Group Living

La Cienega

Participants: **Jack Haymond**, Admissions Counselor, Washington State University

George Bettas, Director, Residence Living, Washington State University

Waneen Polly, Area Director, Residence Living, Washington State University

In 1979 a major survey was conducted to measure factors contributing to on-campus student satisfaction. WSU has the largest resident living program in the western United States. Subjects examined in the study include controversial as well as traditional areas of student concern. Selected results will be presented.

M. Disability: Creating an Environment for Campus Awareness

Los Cerritos

Participants: **Barbara Palombi**, Coordinator, Handicapped Student Services, University of California, Irvine

Rob Clerisse, Coordinator, Handicapped Student Services/Veteran Services, University of California, Santa Cruz

A program to increase campus awareness of the needs of disabled students within the constraints of limited resources. Such topics as academic/program accommodations, architectural accessibility, adaptive athletics, human sexuality, and specific disabilities will be discussed. Participants will also view excerpts from selected films and have the opportunity to ask questions and discuss issues that face their individual campuses.

Tuesday, April 15

4:00-5:00 p.m.

MODEL PROGRAMS AND PRACTICES

A. A Rudimentary Road to Retention

Santa Anita A

Participants: **Sandra Randall**, Learning Skills Specialist, University of Southern California

Robert Arias, Director, Learning Skills Development Center, University of Southern California

Stephen Cheney-Rice, Associate Director, Learning Skills Development Center, University of Southern California

Becky Freeman, Graduate Assistant, University of Southern California

The staff of the Learning Skills Development Center at the University of Southern California will discuss the various procedures, services, staffing, funding, and evaluations methods in a basic academic/retention program. The approach of combining learning skills and retention within the already established college structure and student population will provide a creative insight on how to work with existing resources.

B. Pre-Admissions Counseling: An Aid to Career Education and Retention

Santa Anita B

Presenter: **Gary Sheldon**, Assistant Provost, Student Affairs, University of Minnesota Technical College

Early contact with students (and parents in most cases) for an indepth counseling session prior to enrollment has been a very positive and useful program for UM-Waseca for several years. This program is the first step of the overall student development model being implemented at this college.

C. "I Can't Get No Satisfaction": A Model for Peer Sexuality Counseling

Santa Anita C

Participants: **Glenn Burger**, Coordinator for Residence Life, Iowa State University

Patricia Minwegen, Assistant Dean of Student Residences, University of California, Santa Barbara

It can be difficult for students to find objective, non-judgmental answers to their inquiries in the area of sexuality. This program is designed to illustrate how staff members and students can be trained to provide immediate and objective information and counseling for students' questions and concerns regarding their sexuality.

D. Women's Programming: Do We Need It? Palos Verdes

Participants: **Maureen Anderson**, Dean of Students, University of Arkansas

Sharon Tiger, Women's Program Coordinator, University of Arkansas

A description of the process used to develop a new and unique Women's Programming and Service Area which centralizes *all* women's organizations into one facility, emphasizing cooperation and a sharing of energy, ideas, and concerns.

E. A Unique Use of Consensus Decision Making: Selection of Student Government Officers San Fernando

Presenter: **Anne Williams**, Student Development Assistant/Inter-Residence Hall Council Advisor, University of Northern Colorado

An overview of consensus decision-making process as adapted and implemented in the development of a strong residence hall student government system. The selection of student government officers will receive specific focus as an example of the consensus process in action.

F. Faculty/Student Affairs Collaboration: San Gabriel A A Look at the Literature and Specific Implementation Efforts

Participants: **Rita M. Moser**, Assistant Director, Resident Student Development, Florida State University

Bob Leach, Vice President for Student Affairs, Florida State University

Vanessa Williams, Residence Counselor, Resident Student Development, Florida State University

A program at Florida State University to increase collaborative efforts between faculty and student affairs staff with the goal of enhancing student development. Higher Education literature which speaks to faculty/student involvement will be reviewed and the role of the key administrator in establishing contacts and maintaining working relationships with faculty will be discussed. The presentors will offer guidelines for staff who wish to increase the effectiveness of this venture.

G. The Politics of Energy, Economics, and Ecology . . . Made Easy? San Gabriel B

Participants: **Janyce Pritchard**, Administrative Assistant, Student Life, University of Wisconsin, Stevens Point

Raphael Thomson, Residence Hall Director, University of Wisconsin, Stevens Point

A UW-SP program to increase student awareness in the inter-related areas of energy, economics, and ecology, incorporating an energy contest, energy awareness programs, gaming and value exploration. Program development will be discussed and participants will receive copies of exercises and a complete world simulation game.

H. The Bell Jar: College Presidents' Astonishing Views of Their Campuses

San Gabriel C

Presenter: **David S. Webster**, Chancellor's Intern Fellow, University of California, Los Angeles

The presidents of 38 liberal arts colleges were asked to name the best and worst features of their schools. Many of them greatly overrated or underrated features of their campuses, as measured by reasonable standards. Presidents apparently develop subjective norms by which they measure their schools.

I. Student-Staff Relations Program: Perception and Communication

San Pedro

Participants: **Debbie Pincar**, Coordinator, Learning Assistance Resource Center, California State University, Fullerton

Doug Liverpool, Assistant Director, Veterans Services, California State University, Fullerton

The Student-Staff Relations Program is one approach developed at Cal State Fullerton for addressing the issue of recruitment and retention of students. This program is directed at improving the perception and communication skills of staff with the goal that student-staff interactions are more satisfying to both parties.

J. Implementing an Appreciation of Individual Differences in the Residence Halls

Los Feliz

Participants: **Alice C. Grider**, Student Life Administration, University of Wisconsin, Stevens Point

Sheryl H. Knuth, Student Life Administration, University of Wisconsin, Stevens Point

A program promoting humanistic development in the residence halls through individual experiences in a workshop setting with an emphasis on continuous acceptance and response to individual needs.

K. Creating a Leadership Program on Minimal Resources but Lots of Interest

La Brea

Participants: **Dennis C. Roberts**, Director of Residence Life and Leadership Programs, Southern Methodist University

James Caswell, Dean of Students, Southern Methodist University

Rob Denson, Assistant Dean of Students, University of Florida

A description of the very real process of building a comprehensive leadership program in a medium-sized institution with minimum resources available. The steps taken to create such a program are outlined in detail with anecdotal suggestions to help the professional create a leadership program.

L. Normalization: A Creative Approach to Negative Behavior

La Cienega

Participants: **David G. Butler**, Associate Director for Residence Life, University of Delaware

Stuart J. Sharkey, Vice President for Student Affairs, University of Delaware

Sally Walker, Assistant Director of Co-Curricular Leisure Programs, Temple University

By means of a generalized case situation, participants will learn an approach to negative student behavior which fits with the concept of educator/student development specialist. This approach challenges the thought that students, at all times, know how to control the behavior of their peers and of themselves in a constructive manner.

M. An Alcohol Education Program for Student Leaders

Los Cerritos

Participants: **Steven J. Steckler**, Assistant Dean of Student Activities/Director of Orientation Programs, Villanova University

Jane Agar, Training Specialist, North American Reinsurance Corporation

A program designed to impact campus attitudes and drinking patterns through the development of increased alcohol awareness on the part of student leadership. Student leaders can become effective forces of change on campus from a program that includes the presentation of accurate information, discussions of attitudes and the development of responsible drinking strategies.

N. "Word Is Out"

Santa Barbara A

Repeat of 2:00 p.m. showing of film about homosexuality

5:00 p.m.

Women's Task Force Meeting: A Special Gathering for all NASPA Women

Emerald Bay

Participants: **Claudia Hampton**, Chair, Board of Trustees, California State Universities and Colleges

Gloria Myklebust, Assistant Vice President, Management Recruitment, Bank of America

Wine and Cheese reception.

Region II Cocktail Party

Region II Suite

for Conference Presentors from Region II.

Region IV-W Open House

Region IV-W Suite

5:30 p.m.

Region IV-E Suite

Ohio State University Alumni Social Hour

Tuesday, April 15

8:00 p.m.

Finances, Fashions and Fortunes for the 80's

Finances: Ms. Gay Abarbanell

San Gabriel A & B

Ms. Abarbanell is a Financial Planner knowledgeable about the financial needs and requirements of the professional educator. She will touch on many areas, three of which will be: 1) how inflation will personally affect plans for the future and especially for retirement, and what can be done to counter these problems, 2) how to save taxes, whatever the tax bracket, 3) investments — which ones and how to afford them, and much more.

Fashions: Neiman Marcus

Avalon Ballroom

FOR MEN AND WOMEN — Participants will learn the principles of color and line and good grooming. Neiman-Marcus of Dallas and Beverly Hills will show attendees how to look like a million dollars on an educator's budget.

Fortunes: Frances Zeff, Instructor

Santa Barbara A & B

North Orange County Community College District

Patricia Teninga, Trance-Medium

Following a brief discussion of psychic phenomena, participants will have an opportunity to observe and interact with a trance-medium.

9:00 p.m.

Region IV-E Open House

Region IV-E Suite

Region VI Open House

Region VI Suite

Small College Social Hour

Region V Suite

WEDNESDAY APRIL 16, 1980

7:00 a.m.-9:00 a.m.
Continental Breakfast

Hotel Lobby

7:30 a.m.
Region IV-E Executive Council
Breakfast Meeting

Region IV-E Suite

72. NASPA Dissertation of the Year
Participants:

Santa Anita C

J. Roger Penn, Office of Student Services, Oregon State University

Terry E. Williams, Office of Student Life, Illinois Institute of Technology

A national study of need fulfillment, satisfaction and importance for selected academic and student affairs administrators in institutions of higher education.

INTEREST SESSIONS

9:00-10:30 a.m.

70. What is Our Professional Future?
The Past Predicts the Future!

Santa Anita A

Moderator: **Dean Byron Atkinson**, University of California, Los Angeles

Participants: **Dean Donald Anderson**, University of Washington

Dean Donald Bailey, California State University, Sacramento

Dean Donald Du Shane, University of Oregon

Dr. Rosemary Park, University of California, Los Angeles

Dean Lyle Reynolds, University of California, Santa Barbara

Dean Arleigh Williams, University of California, Berkeley

Dean Donald Winbigler, Stanford University

Deans Emeriti will reflect on student personnel work as it was, where it is going, and how it is going to get there!

71. A National Fraternity's Response
to Alcohol Misuse Problems

Santa Anita B

Participants: **Tom Goodale**, Dean for Student Services, University of Florida

Gerardo Gonzalez, Director, Alcohol Abuse Prevention Program, University of Florida

Edwin Heusinkveld, Vice President for Student Affairs, Wittenberg University

Don Newcombe, former Pitcher, Los Angeles Dodgers, and Consultant to the National Institute on Alcohol Abuse and Alcoholism

Sigma Alpha Epsilon under the auspices of their Leadership Foundation has given over \$20,000 to combat alcohol misuse among their members and other interested groups nationwide. The nature and scope of the problem and SAE's primary prevention initiatives will be discussed. Participants include practicing student affairs professionals and a world-renowned former athlete whose career was cut short by alcoholism.

73. Freshman Walkabout: A Learner Centered Approach to Increased Retention

Participants: **Raymond Rood**, Coordinator of Master's Program in Student Development, Azusa Pacific College

Len Hightower, Director, Freshman Walkabout Program, Azusa Pacific College

"Freshman Walkabout" is an experimental orientation program designed to increase retention through an individualized strategy and support system, encouraging effective educational consumerism. Three interrelated modules will be presented: 1) the "wilderness experience," 2) the "academic class," and 3) the "student-selected" mentoring program.

74. Strategies for Influencing Public Decisions: Lobbying is Not a Four-Letter Word

San Fernando

Participants: **Lewis G. John**, Dean of Students, Washington and Lee University

E.T. "Joe" Buchanan, III, Dean of Student Services, Tidewater Community College

W. Samuel Sadler, Dean of Students, College of William and Mary

This session will focus on the basic skills and strategies necessary to influence public decisions, primarily at the state and local levels. Through the analysis of hypothetical situations, as well as actual case studies, participants will be shown how they can translate their student development professionalism and expertise into political currency.

75. **NASPA Management Series:**
Leadership (Goes until Noon)

San Gabriel A

Participants: **Patricia Katsky**, Director, Management Field Studies, University of California, Los Angeles

Susan Nero, Management Consultant, Los Angeles

Theories and applications of Leadership in colleges and universities. Examination of relative effectiveness of various leadership styles, different motivation, theories and power tactics from a managerial point of view. Diagnosis and understanding of styles for leadership in organizational settings.

Wednesday, April 16

9:00-10:30 a.m.

76. Retention: A Team Approach

San Gabriel B

Participants: **Paula S. Gagnon**, Director of Residential Life, Gustavus Adolphus College

Bruce Gray, Dean of Students, Gustavus Adolphus College

A good retention program begins in the Admissions office. This is especially true of many small liberal arts colleges who don't employ a special "Retention Specialist." The program will present the retention efforts of Gustavus Adolphus College.

77. Institutional and Personal Tort

San Gabriel C

Liability: A High Risk to Student Affairs Programs and Staff

Participants: **Patricia Terrell**, Assistant to the Vice President for Student Affairs, University of Louisville

Edward H. Hammond, Vice President for Student Affairs, University of Louisville

Student affairs administrators and many post-secondary educational institutions share a common fear regarding personal and institutional tort liability for acts and decisions committed while carrying out their official duties. This program will concentrate on the development of a basic understanding of tort liability as it applies to student affairs programs and staff.

78. Athletic Issues

La Brea

Participants: **James R. Cunningham**, Dean of Students, Elmhurst College

Chester E. Peters, Vice President for Student Affairs, Kansas State University

Gary Widmar, Vice Chancellor for Student Affairs, University of Missouri — Kansas City

In its recently completed three year study on collegiate athletics, the ACE identified Presidents, Trustees, and Athletic Directors as the key administrative personnel administering the programs. However, in over 160 American colleges and universities that responsibility is in the domain of the CSPO. Join three CSPO's representing various levels (NCAA I, II, III, NAIA, and AIAW) of campus athletic programs in a discussion of the CSPO's roles, responsibilities, and, ultimately, NASPA's function in providing information and support for this long neglected sector of its membership.

79. Campus Regulation of Free Speech:

The CSULB Experience

Los Feliz

Participants: **Thomas R. Trager**, General Counsel's Office, The California State University and Colleges

Jerome E. Varon, Student Resource and Information Center, San Diego State University

Recently, the California State University and Colleges adopted new systemwide regulations governing free speech. The regulations address the rights of commercial solicitors and others to speak and have material distributed or sold on campus. This program will discuss the legal and policy grounds for regulating campus speech based on current law.

80. How Would You Handle This?

San Pedro

Participants:

Peter E. Durkee, Vice President of Student Affairs, University of Southern Mississippi

Norman Brinkley, Jr., Dean of Students, Mississippi Valley State College

Louis M. Cunningham, Dean of Students, Muskingum College

Richard J. Devine, Vice President for Student Affairs, St. John's University

Peggy Elder, Vice President of Student Affairs, New Mexico State University

A "nuts and bolts" session that informally offers NASPA members an opportunity to discuss their programs, concerns, problems, and aspirations with other professionals. The panel consists of student personnel administrators who have participated in the Vail experience, the Ohio State NASPA Workshop, or both. The principal thrust of this session is a chance to exchange and share ideas with your colleagues.

81. Do It With Style: Cognitive

Mapping as a Management Tool

La Cienega

Participants:

Daniel J. Christiano, Graduate Associate, Arizona State University

Leon G. Shell, Dean of Students, Arizona State University

Jadie M. Hall, Associate Dean of Students, Arizona State University

Janet Taub, Graduate Associate, Arizona State University

An introduction to cognitive styles (learning styles), how they are assessed and the implications for staff development and student programs. The program will be of importance to administrators in understanding different cognitive styles of staff members, making staff assignments, forming effective committees and other management concerns.

82. SIGI: Meeting the Challenge

of the 80's

Los Cerritos

Participants:

Ivor J. Thomas, Professional Associate, Educational Testing Service

Gary Fredericksen, Director, Career Planning and Placement Center, California State Polytechnic University, Pomona

Mariann Loniello, Counselor, Pasadena Community College

Bruce Riesenber, Director, Career Planning and Placement Center, University of California, Irvine

A presentation of the nature and use of the computer-based System of Interactive Guidance and Information (SIGI). Following a description of the purpose, philosophy and operation of SIGI, panel members will discuss its use at institutions representing students of differing characteristics and levels of preparation.

83. Planning Student Services in the 1980's Based on Demographics

San Bernardino

Participants: **Gerald Kissler**, Associate Director of Planning, University of California, Los Angeles

Alan P. Fedderson, Principal Administrative Analyst, University of California, Los Angeles

Ernest J. Scalberg, Principal Administrative Analyst, University of California, Los Angeles

A UCLA demographic study to determine the impact of changing student characteristics on programs and services on the UCLA campus. The program will focus on how demographic studies can be employed to improve planning for student services on all campuses.

84. Alternative and Non-traditional Student Residences

Santa Barbara A

Participants: **Norman Robinson**, Associate Dean of Student Affairs, Stanford University

Alice Supton, Assistant Dean of Student Affairs, Stanford University

Through slides and commentary, this program will show how the student residence program at Stanford accommodates live-in faculty, student-operated houses, academic and ethnic theme houses, houses with non-traditional themes such as alternative life styles and social change through non-violence, eating clubs, fraternities, large and small houses, apartments, and even a trailer park.

85. Involving International Student with the University and the Local Community **Santa Barbara B**

Santa Barbara B

Participants: **Jim Hayes**, Dean of Students, Florida State University

Jan Blankenship, Southern Methodist University

Strategies for involving international students with faculty, students, staff and members of the local community will be discussed. Host family programs, cross-cultural communication workshops, and surveying the university community will be emphasized.

86. Campus Evangelicals: Student Activism from the Right

Santa Barbara C

Participants: **Jon C. Dalton**, Dean of Student Life, Iowa State University

Thomas E. Quinlan, Vice President for Student Affairs, Western Washington University

A review of the resurgence of campus evangelical religious groups and examination of the reasons for their popularity among students. Focus of program is on the marriage of evangelical religion with conservative campus politics and the problems and issues generated by this student movement.

Wednesday, April 16

10:30 a.m.-Noon

San Pedro

INTEREST SESSIONS

87. The Draft: Reflections of the Sixties, Projections for the Eighties

Santa Anita A

Participants: **Carol Burke-Fonte**, Director of Student Development, Golden West College
Lou Carello, Vietnam Veteran and University Student
Betty Cole, American Friends Service Committee Representative

Rationale, justification, and composition of the draft for the 80's will be discussed. Update on draft counseling information and skills. Conscientious objection will be defined and the process outlined.

88. No Frills First Year: Socialization of New Professionals Under Pressure

San Gabriel B

Participants: **Elizabeth L. Wadsworth**, Vice President for Student Affairs, SUNY at Stony Brook
Samuel R. Taube, Assistant to the Vice President for Student Affairs, SUNY at Stony Brook
JoAnn Rosen, Counselor, SUNY at Stony Brook
Mildred Greshin, Admissions Counselor, SUNY at Stony Brook
Susan Waldschmidt, Residence Hall Director, SUNY at Stony Brook

As resources have declined, the demands on new professionals have reached a critical level. "No Frills First Year" addresses the challenges faced by new professionals and chief student affairs officers by proposing a developmental model and by defining the responsibilities of new professionals and their supervisors in these difficult times.

89. Wellness Promotion Strategies

San Gabriel C

Participants: **Fred Leafgren**, Executive Director, Student Life, University of Wisconsin — Stevens Point
Harold S. Kahler, Jr., Lifestyle Education Specialist, University of Wisconsin — Stevens Point

A presentation of a wellness delivery system which assists students to cope with lifestyle situations using modeling techniques and exercises aimed at instilling a sense of responsibility in those who participate.

90. Student Association Governance: An Action Plan to Increase its Viability

Participants: **Dan Lawson**, Director Emeritus, Student Activities, California State Polytechnic University, San Luis Obispo

Philip Johnston, Assistant Dean, Student Affairs, Office of the Chancellor, The California State University and Colleges

The governance of student associations can be a positive factor in the achievement of the educational mission of the institution. This program explores its liabilities and values, then proposes strategies to enhance its viability. Evaluate criteria from a two-year national study will be discussed.

91. Developmental Performance Evaluation: A Key Management Function

Los Feliz

Participants: **Frank A. Napolitano**, Assistant Vice President for Student Affairs and Services, The University of Connecticut
Verlie Perry Curran, Special Research Technician and Doctoral Candidate, The University of Connecticut

Evaluation of Objectives Plus is a unique, multi-faceted evaluation system that stresses accountability and the growth and development of each professional staff member. The presenters will describe the philosophy underlying EBO Plus, the major components of the model, the step-by-step procedures and instruments used and the management skills required to implement the process.

92. A Proposal for the Inexpensive Delivery of Services to Commuter Students

La Brea

Participants: **Richard. D. Wertz**, Associate Vice President for Student Affairs, University of South Carolina
Douglas Bostick, Assistant to the Dean of Student Affairs, University of South Carolina

With limited funds and staff, it is possible to implement a number of services for students unable to secure campus housing as well as for students who choose to commute.

93. Staff Burn-Out:

Threat to Our Greatest Resource

La Cienega

Participants: **Kathleen A. Marriott**, Area Coordinator, Illinois State University
Ted J. Phillips, Area Coordinator, Illinois State University

A directed discussion covering four areas: definition, observable signs, recommendations, and review and implementation. At key points, research is cited, visual aids are utilized, and a case of burn-out is presented. Participants will be involved in discussion and group exercises. The conclusion focuses on implementing this information at your campus.

94. No Frills — Pure Management: Organizational Development

Los Cerritos

Presentor: **Tanya Ludutsky**, Assistant Dean, Director, Student Affairs, Raymond Walters College

The purpose of this presentation is to explain organization development (OD) strategies and to describe their application in student affairs administration. Discussion will include ways student affairs professionals can use OD strategies to develop the management skills and techniques required to meet the goals of education in a changing environment.

95. One-Stop Withdrawal Interview:
The First Step in Student Retention

San Bernardino

Participants: **Frank Ardaiolo**, Associate Dean of Student Affairs, University of South Carolina

James B. Campbell, Vice President of Student Affairs, University of South Carolina

Describes a one-stop student affairs operation for students contemplating withdrawal from the university that 1) insures the student in making a sound decision; 2) explores possible resources and/or alternatives to withdrawal; 3) accurately processes refunds; 4) assists students in returning to the University; and 5) gathers data on withdrawing.

96. The Non-Traditional Student:

Santa Barbara A

A Hidden Resource and Responsibility

Participants: **Louise Lee**, Director, International Education, California State University, Fullerton

Fred Strache, Associate Dean, Student Services, California State University, Northridge

Jorge Cherhbosque, Graduate Student, University of Southern California

A skills-building session to assist professionals in meeting the challenge of responding to the needs of the ethnically different. Conferees will participate in a strategy matrix for creating effective programs for non-traditional students and will view a USC program which trains staff to communicate with culturally different students.

97. Training Student Staff in Student Development Concepts: A Personal Development Workshop Approach

Santa Barbara B

Participants: **Elaine Green**, Complex Program Director, University of Nebraska-Lincoln

Elizabeth Whitt, Residence Director, University of Nebraska-Lincoln

An experimental staff training workshop using the Student Development Task Inventory (SDTI) as a growth and learning tool with a discussion of the implementation and impact of this workshop on student affairs professionals.

98. Planning for Change: A Model for Enhancing the Quality of Student Life

Santa Barbara C

Participants: **Stephen Barnes**, Assistant Dean of Student Affairs, San Diego State University

Doris Meek, Professor of Higher Education, San Diego State University

George Craig, Dean, College of Engineering, San Diego State University

Elizabeth Lynn, Professor of Psychology, San Diego State University

Stephen Harwood, Student and President, Interfraternity Council, San Diego State University

The session will focus on planning for change within the context of campus student life: problems associated with innovation and change in postsecondary education are reviewed: a "process change model" is developed; and the recent Commission on Student Life at San Diego State University is evaluated by a student leader, two professors, an academic dean and an administrator.

**ADIOS! HASTA LA VISTA —
UNTIL WE SEE YOU AGAIN!**

NASPA

National Association of Student Personnel Administrators
63rd Annual Conference New York Hilton Hotel April 8-11, 1981

in New York

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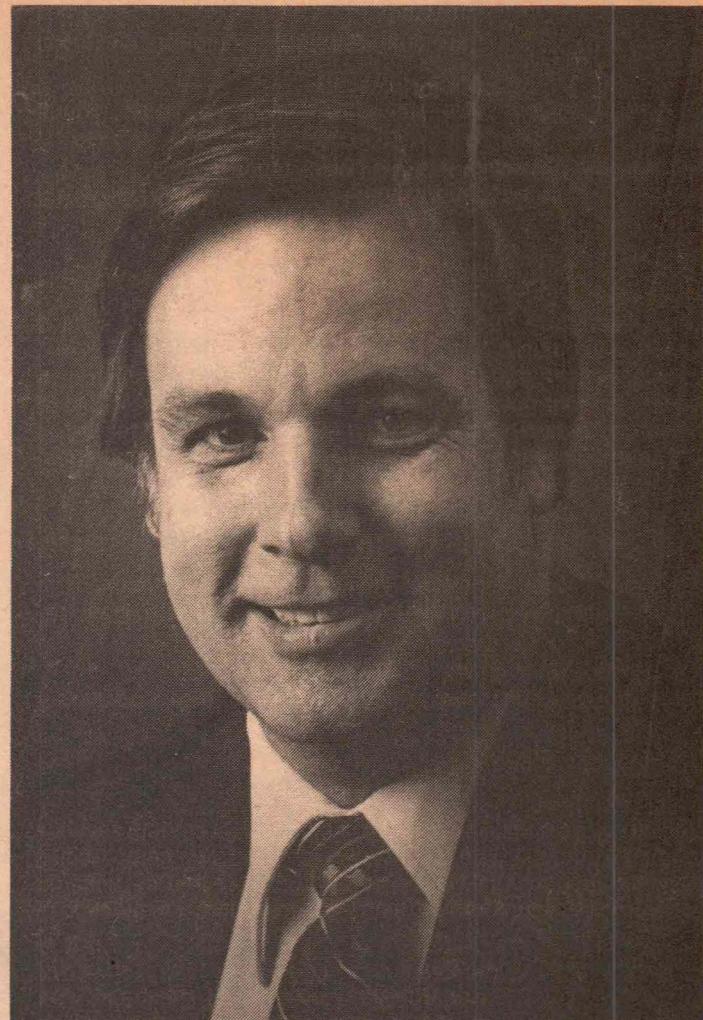
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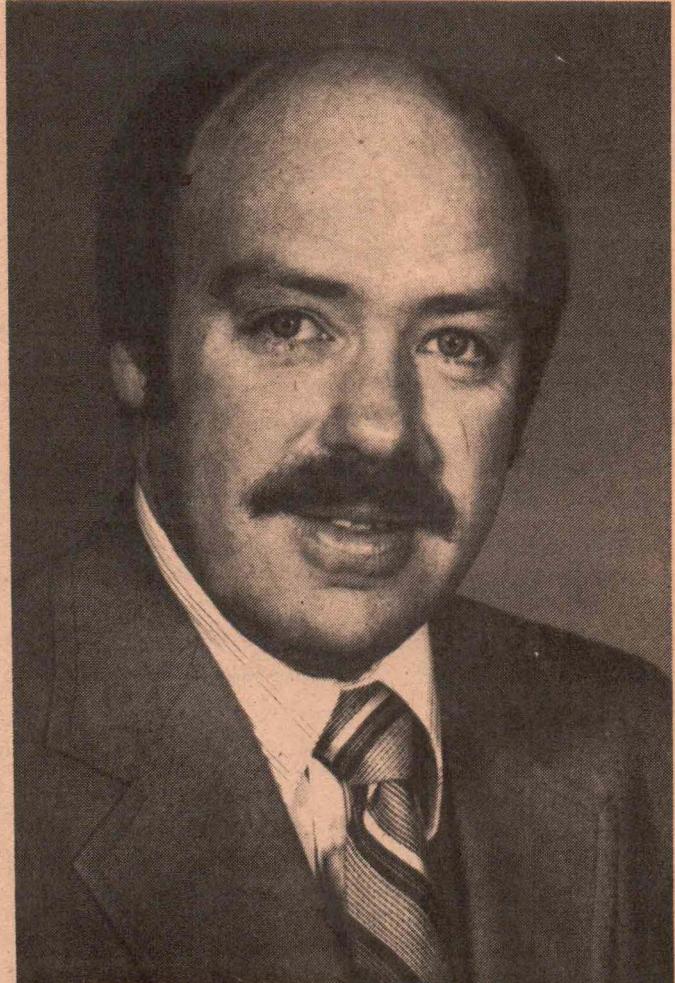
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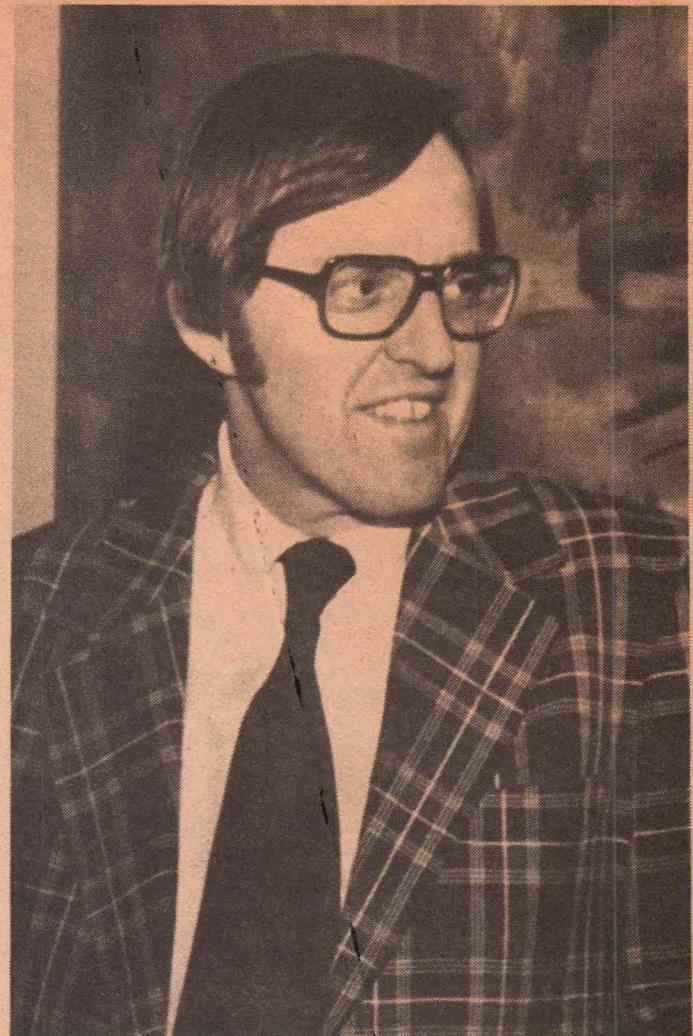
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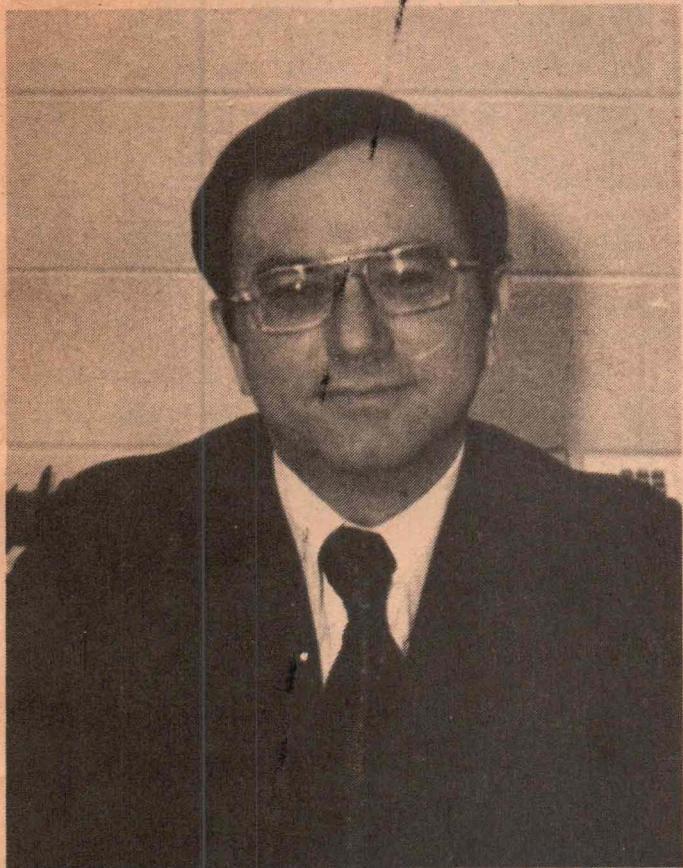
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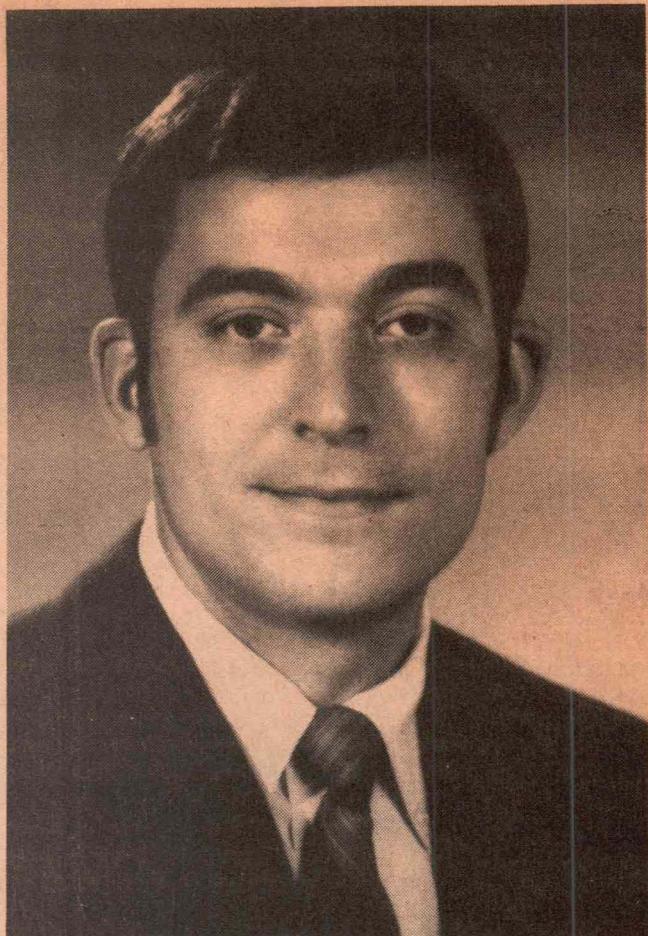
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1975	James E. Foy, Richard E. Hulet, J.C. Clevenger, Theodore Newcomb, Nevitt Sanford
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1979	Emily Taylor, Carl W. Knox, Everett M. Chandler



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Fred Turner Award for Outstanding Contribution to NASPA (Joint Award)

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James J. Rhatigan, Vice President, Student Affairs, Wichita State University

Scott Goodnight Award for Outstanding Work as a Dean (Joint Award)

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Robert Chick, Vice President, Student Services, Oregon State University

Outstanding Contribution to the Literature of Student Affairs

Burns Crookston, Professor of Higher Education, The University of Connecticut (Posthumous Award)

Outstanding Contribution to Higher Education

Elizabeth A. Greenleaf, Professor of Higher Education, Indiana University

Dissertation of the Year

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for hosting the pre-Conference dinner for NASPA Officers

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Trojan Knights, Trojan Squires, Helenes, and Phrateres
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for donating the SIGI demonstration equipment and staff

And not to forget — many thanks to . . .

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